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INCORPORATING RETAIL CHEMIST



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SPECIAL SUPPLEMENT

High Court allows Unichem to appeal over 'reprimand'

NCC supports payment for pharmacists' advisory role

Sangers claim damages over Westons bid

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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CONTENTS

- 243 Comment—A rosy picture
- 244 Pay pharmacists for their advice, says NCC
- 245 Go-ahead for Unichem's High Court action
- 245 Sangers claim damages over bid for Westons
- 246 Hold back suppliers' VAT, NPA advises
- 246 New ABPI Code of Practice
- 249 The Xrayser column—Two faced?
- 249 People; deaths; news in brief
- 250 Counterpoints
- 250 On TV next week
- 258 Prescription specialities
- 263 PHOTOGRAPHIC: Special supplement
- 272 Letters
- 276 PSNC opposes technicians certificate plan
- 276 Westminster report
- 279 Amino acids in arthritis
- 280 Equipment
- 283 Boots in Japan and Spain
- 284 Market news; coming events
- 285 Classified advertisements

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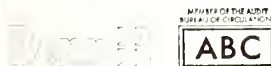
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COMMENT

A rosy picture

"We have observed the high standard of service given by [retail] pharmacists and their high level of esteem in their communities." That is praise indeed, coming as it does from the National Consumer Council, the organisation set up by government to represent consumers' interests (see p244).

The NCC has been examining patients' access to primary health care services in the NHS and has found that pharmacy gives rise to the least problems among the five professions studied. Indeed, the results of research in two areas—West Cumbria and Stoke Newington in north London—so impressed the report writers that NCC is backing profession's view that the advisory role of the pharmacist should be financially recognised by the government.

This role of adviser to the public on minor ailments seems always to come as a surprise to "representative" organisations—perhaps their activists and officials are more self-reliant than the average man-in-the-street they seek to represent—and research studies have usually set out to evaluate the quality of the advice offered, rather than the extent of consultation. As the Consumers Association said in the preamble to their *agent provocateur* survey in *Which?* in 1975: "Because pharmacists are trained to know a lot about medicines, many people, including some pharmacists, think they could be used as a source of sensible advice before, or instead of, seeing your GP. But there are dangers in this . . ."

The NCC surveys, on the other hand, have been concerned primarily with other matters and only in passing was the question asked: "Do you ever ask a chemist for advice about a health problem?" The researchers confirmed that a "considerable" amount of advice was given, but the researchers were surprised that it was the parents of young children, rather than the elderly, who responded positively. In both survey areas, over 40 per cent of this group claimed to inquire of the pharmacist about minor ailments, but for the elderly the figures were as low as 7 and 12 per cent. The reasonable speculation is that the elderly have more time available to consult their doctor—certainly the respondents gave convenience and speed of service as reasons for using the pharmacist, but "not wishing to bother the doctor", and an "uncertainty" among parents about the way their inquiry would be received by the doctor, were other factors.

"In all," the report concludes, "the pharmacists emerged very well and formed, in effect, an extension of the GP service." The only significant qualification to "a generally rosy picture" was the lack of information about emergency rota services, and the NCC suggests that more could be done to publicise them. However, the areas were hardly typical, since the Stoke Newington area has pharmacists which open well into every evening (and those questioned knew of the all-night service available at Piccadilly), while in Cumbria one pharmacist was "known to open for emergency cases"—the researchers did not name him for fear of adding to his burden!

The mention of rotas brings us conveniently on to the question of Sunday opening. Early replies to C&D's questionnaire last week (p231) show a three-to-one majority against the principle of Sunday trading, but we would like many more to achieve a representative sample. If you wish to have your views conveyed to our legislators, please return the completed coupon as soon as possible.

Pay pharmacists for advice, says NCC

The Government should give financial recognition to the fact that pharmacists take a considerable burden of work off the shoulders of family doctors by giving advice over the counter on minor ailments, according to the National Consumer Council. The Council also recommends that the retail pharmacist's "independence" should be preserved.

The NCC—set up by the Government to represent consumer interests—has come to those conclusions as a result of studying patient access to NHS services. The research document and associated NCC commentary have been published by the Royal Commission on the National Health Service to stimulate public debate. The professions covered are general medical practitioners, pharmacists, dentists, opticians and chiropodists, and the research is intended to complement a national and wider study being carried out by the Office of Population Censuses and Surveys for the Department of Health.

High standard

The following are the NCC conclusions in relation to pharmacists:—

□ We have observed the high standard of service given by pharmacists and their high level of esteem in their communities. Two problems deserve a mention. At first sight, a considerable proportion of people reported problems over prescriptions (10 per cent to 20 per cent) but these were usually matters of a few hours or a day's delay due to inadequate stock, poorly written prescriptions etc and do not seem to have caused great problems. [It is stressed that the percentage relates to respondents, not scripts].

□ Furthermore, what was impressive was the length to which some pharmacists did go to ensure that prescriptions were dispensed. While delay may be due to epidemics, small premises or other reasons, nevertheless, one of the pharmacists' problems is that they order stock in advance but are reimbursed in arrears and some alteration could be considered to allow a wider range of stocks to be held.

Rota criticism

□ The main criticism regarding access was that not all pharmacists properly informed the public about the rota system by putting notices in the windows about the emergency service. On the whole, however, the public were quite aware of an emergency service of some kind, although, in London, this often meant a trip to Piccadilly, which was not strictly necessary, and in Cumbria meant that some pharmacists bore a heavy out-of-hours load. Improvement is needed on this point and could be gained by wider use of the West Cumbria practice of displaying the rota on the surgery door.

□ One aspect of primary care provided by pharmacists was advice over the counter. This was extensively used by parents (about 40 per cent) while old people (10 per cent) preferred to go to the doctor. Involving, as it did, minor complaints, this service clearly shields doctors from a considerable amount of work and is worth recognising as a back-up service to doctors.

□ We therefore have some sympathy for the view of the Pharmaceutical Society that this general advisory role

of pharmacists be financially recognised by the Government, a step which could possibly arrest the rate of closure, which is a matter of great concern to us nationally, although it did not emerge in the surveys. Depending, as it does, on such matters as the rate of closure and commercial viability, we cannot cost such a proposal. However, if the intention is to preserve the small pharmacy, then the principle of the Essential Small Pharmacies' Scheme could be extended whereby the smaller and more dispersed pharmacies are subsidised by the larger and more concentrated ones.

□ Where rural population densities are low, village delivery schemes could be extended and there may be some virtue in the idea of a salaried service, where retail pharmacists are not viable due to low population densities. But again, this does not necessarily emerge from this particular research. Therefore, given the high degree of satisfaction with the service as provided, on commonsense grounds, we are inclined to leave well alone regarding the overall principle of independence and look for ways of supporting what seems to be a highly professional services.

The report is based on interviews with 461 people, selected at random from the elderly and parents with children under 11 years, in the Stoke Newington area of London and the Cockermouth-Maryport area of West Cumbria. The interviews were carried out on behalf of the NCC and the Royal Commission (which jointly funded the study) by the Institute of Community Studies.

Doctor distribution

Among its recommendations concerning the medical profession, the NCC says that the system whereby doctor distribution is controlled by number of patients should be amended to take account of poor housing and other problems that can affect people's health.

Continued opposite

Seen below are representatives of Unichem and Vestric receiving their Distributive Training Awards. On the left David Broome (left) is presenting the award on behalf of the DITB to Kelvin Hide, Unichem's assistant operations director. In the right hand picture the award is being presented to Mr J. W. G. Seddon, Vestric's training manager (left) by Mark Carlisle MP for Runcorn and Shadow Secretary for Education, Science and the Arts



Go-ahead for Unichem High Court appeal

The three Unichem directors, reprimanded by the Pharmaceutical Society Statutory Committee for improper advertising, were granted leave by three High Court judges on Tuesday to challenge the Committee's decision. The approval for a later High Court action against the Society and Statutory Committee, was announced by Lord Widgery (Lord Chief Justice), sitting with Lord Justice Cumming-Bruce and Mr Justice Neill.

Pharmacists Mr Michael Frith of Oak Lane Farm, Newdigate, Dorking; Mr David Mair, of Abbeystone, Strone, Argyll, Scotland, and Mr Geoffrey White, of Burdon Lane, Cheam, are seeking to have the reprimand quashed. They are also seeking declarations that the Society's action amounts to an unreasonable restraint of trade. The reprimands were announced on November 30 last year. The case will be heard by a High Court judge.

Continued from opposite page

Both the survey areas were in theory "over-doctored", yet the doctors worked under considerable pressure and there were either patient queues (London) or long waiting times for appointments (Cumbria). NCC contends that a system of financial incentives could be phased in at little or no cost to the NHS with the objective of redistributing doctors. It also recommends that higher capitation fees, already paid in respect of the elderly, should be extended to babies, disabled people and other groups in special need.

Other recommendations include:—

- ☐ A deputising service for doctors to be provided through the NHS.
- ☐ More thought to be given to paying dentists on a "capitation" basis, plus financial incentives to work in areas of special need.
- ☐ Free dental and optical treatment to be made available to old people, as a short-term measure—with the ultimate aim of making all NHS dental and optical treatment free.
- ☐ Opticians either to be paid fees for consultations high enough to prevent them pushing the sale of private spectacles, or to be paid a salary.
- ☐ The number of chiropodists to be increased and NHS treatment to be available to all age groups. Only qualified chiropodists to be allowed to treat feet in return for payment.

An early outline of the survey findings concerning pharmacists was presented to last year's British Pharmaceutical Conference by Mr John Ward, head of the NCC social policy unit (*C&D*, September 16, 1978, p472). "Access to Primary Care", *Royal Commission on the NHS research paper no 6*, HM Stationery Office, price £1.50.

3 March 1979



Sangers claim 'Westons' damages

Sangers are seeking £7.8 million in damages from several companies including Dixons Photographic. Sangers allege that Dixons made an invalid tender when making an offer for the Westons retail pharmacy chain in 1976.

The damages are based on the potential profits Sangers claim to have lost by failing to acquire the retail chain. Sangers say Dixons told the liquidators of London & County (which owned 44 per cent of Westons shares at the time) they would increase any rival offer by $\frac{1}{2}$ p per share up to a limit. That, claim Sangers, was an invalid tender.

The case was heard in chambers before Mr Justice Donaldson last week and was adjourned for 14 days while the defendants prepare a case to support their representations. Sangers argued that liability and damages should be examined separately. The defendants argued they should be heard together.

The other defendants include Eagle Star Insurance, the Anglo-Portuguese Bank—shareholders in Westons at the time—and the liquidator of London & County, Mr Langdon. All the defendants totally reject Sangers claims.

Bargain offer ban going ahead

The Department of Prices and Consumer Protection denies a recent Press report that the bargain offer proposals are likely to be scrapped. According to Mr David Green in Monday's *Daily Telegraph* the

proposals to stop shops comparing prices with manufacturers' recommended prices have run into determined opposition from retailers and manufacturers.

The Department's spokeswoman said the proposals had not been cancelled and the date of implementation (June 1) was still operative for the moment. However, there were still some views to be made known from the consultation period and the time scales for implementation may vary once all views were known.

No more parcels

Hoechst Pharmaceuticals have discontinued all their discount parcels schemes from March 1. A spokesman told *C&D* the decision was part of a general policy to bring discounting to an end as soon as possible.

STOP PRESS

PSNC action on VAT

Following the strike by VAT officers PSNC has made immediate representations to the Department of Health:—

- ☐ To instruct PPA to make an interim increase in the on-account payments to cover the VAT element which would normally be repaid to contractors.
- ☐ Should the strike continue, that arrangements be made for payments from PPA to be invoiced VAT-inclusive until the termination of industrial action.

PSNC has noted the advice given by NPA (p246).

Hold back suppliers' VAT, says NPA

The National Pharmaceutical Association has advised pharmacists to withhold VAT payments from suppliers until the effects of the civil service unions' computer strike are over. Following distress calls from pharmacists concerning the inability to pay suppliers if VAT repayments are held up, NPA has advised:—

Pharmacists should pay suppliers' accounts net of VAT and to send with the payment a voucher, or certificate in the form of an IOU, giving the VAT number and acknowledging that VAT is outstanding and will be paid immediately the effects of the strikes are over. The Association of the British Pharmaceutical Industry and the National Association of Pharmaceutical Distributors have been notified by NPA.

The NPA has written to the civil service unions involved in the computer strike, and to Government ministers, pointing out the cash flow problems that could arise for pharmacists if VAT is not repaid. However both the unions, the Society of Civil Servants and the Civil and Public Services Association say individual traders on the VAT computer cannot be exempted for technical reasons. They suggest pressure should be brought to bear on the Government to end the dispute.

The letter to the unions, signed by

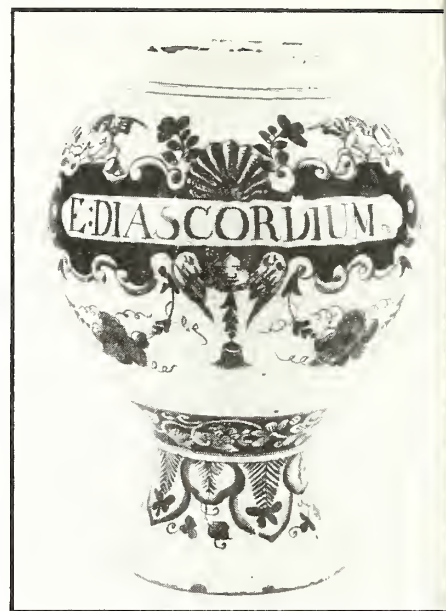
Mr J. Wright, NPA secretary says: "The reported aim of the strike at the VAT computer in Southend is to inflict the maximum amount of damage on administration work while shielding the vulnerable sections of society like the pensioners, the old and the un-employed.

"VAT returns made by NHS pharmacist contractors will not be processed. Repayments will not be made. Cash will not therefore be available to pay wholesalers and manufacturers for medicines for supply on NHS prescriptions. Consequently the sick—old and young particularly—will suffer. May I ask you in their name to find some way of avoiding this real hardship and suffering.

Copies have been sent to the Prime Minister, the Secretary for Social Services and the chairman of the Board of Customs and Excise, with a request that some way must be found of avoiding hardship.

HM Customs and Excise stress that traders should not delay submissions of repayment claims, although they regret that repayments cannot be paid whilst the computer is not working. Traders should continue to send all returns and remittances by the due date. Persons liable for registration or seeking to be registered should continue to contact their local VAT office.

□ PSNC action see p245.



A pair of London Delft electuary jars were sold at Sotheby's recently for £1,400 (plus 10 per cent). They were painted in rich tones of blue and were 14in high. The inscriptions were "E. Diascordium" and "E. Mithridatium". The former was an antidote against poisons and venomous bites and the latter an anti-plague electuary. Photograph courtesy Sotheby's

New ABPI Code of Practice

The revised Code of Practice for the Pharmaceutical Industry was launched in draft form on February 23. Parts of the code became effective on March 1.

The fifth edition of the code was introduced at a Pharmaceutical Marketing Club meeting by Mr A. Shaw, deputy director and secretary, and Mr D. Massam, assistant secretary, the Association of the British Pharmaceutical Industry. Mr Shaw said the revision arose from negotiations between the Department of Health and ABPI. It was part of the package deal requiring industry's action on prices, profits, patents and promotions under the Government's threat of nationalisation.

Regulations were made under the Medicines Act last year relating to advertising to doctors and dentists (Medicines—Advertising to Medical and Dental Practitioners Regulations SI 1020) but the code also applies to advertising to pharmacists except when conveying purely commercial information. Mr Massam said the ABPI staff could not be dogmatic when giving advice relating to the code and regulations—interpretation was for the Code of Practice Committee or the courts.

The Committee's constitution has been changed following pressure from the Department but ABPI has secured the right to police the advertising system—

Mr Shaw felt the Department did not have the resources to police it. The constitution now includes two independent medically-qualified members not engaged in the industry, and of the twelve members, at least four (previously three) must be medical directors or medically qualified persons of equivalent status.

The Committee has agreed to scrutinise a selection of advertisements and now has the power to suspend publication during consideration. The Committee's decisions will be based on the code, not interpretations of the regulations.

Mr Massam said much of the revised code was not new in substance but was written in greater detail. The term "promotion" is now more closely defined. The information required for inclusion in an advertisement is widened in line with the regulations. Conduct of medical representatives is regulated to encompass frequency of calls, gaining interviews and information to be available.

The fifth edition takes effect from March 1 for advertisements in a publication sent wholly or mainly to doctors or dentists. For advertisements of four or more pages on a promotional aid printed before December 1, 1978, and sent to doctors or dentists the new edition operates from October 1, 1982. For any other advertisements or matter, it applies from October 1, 1979.

Doctors get 20 pc

Doctors and dentists are likely to receive 20 per cent pay rises, according to national Press reports, although the British Medical Association will not confirm an amount, by agreement with the review body. Last year the review body recommended a 30 per cent increase to be phased in over three years and the BMA has given evidence to the review body for updating and comparability to be taken into account.

The junior hospital doctors have asked for direct negotiation with the Department of Health and independent arbitration. Their main grievance is payment for overtime rates and they are calling for overtime to be paid at 100 per cent of standard rate and not 30 per cent as at present. They are also seeking comparability with the wages of industrial workers on a 40 hour week. Mr David Ennals has rejected the claims.

Drug policies

Much of the controversy over pharmaceutical prices in the past 20 years has been misguided, argues the latest Office of Health Economics booklet.

According to "Scarce resources in health care" (OHE, 162 Regent Street, London W1R 6DD, £0.35), the emphasis has been on cheap drug policies and restricting the profits of the multinational innovators. Instead there should have been a conscious world-wide effort to stimulate pharmaceutical research and allow generous rewards for innovative success. Problems of health care shortages could be alleviated greatly if more illness was treated with medicines rather than with highly expensive medical technology.

Mothers will make extra profits for Numark chemists in March.

A double opportunity to build up sales among Numark's most important customers. Not only is it Mothers Day on March 25th, but more Mothers than ever before will be drawn into Numark chemists by the keen promotional prices.

TOP VALUE ON BRAND LEADERS
 Our March promotion, in store 12th to 24th March, will feature all these leading brands at really low prices:

Crest	Recital
Elnett	Ribena
Carnation Slender	Elastoplast
Cream Silk	Kleenex
Harmony	Gillette

And these two heavily advertised new products – Woodleigh Green Shampoo and Carnation Slender Sweeteners.

GREAT MARCH SUPERBUY.
CARNATION SLENDER ONLY 53p
 A sensationally low price which means more sales, bigger profits.

SELL MORE WITH GOOD MERCHANDISING
 Every month, Numark provides members with a complete set of new, colourful, high quality material, specially designed to sell hard at the point of sale. A special Mothers Day banner is included for March.



YOUR PERSONAL VALUE SHOP
 For further details ask your local Numark wholesaler or contact Numark Central office at 51 Boreham Road, Warminster, Wilts. Tel: 0985-215555.

Numark makes a mother's day.

Mothers always find great offers like these at Numark Shops, including the Superbuy, the special low, low price of the month. And don't forget Mother's Day on March 25th – there are lots of gift ideas at Numark YOUR PERSONAL VALUE SHOP

SUPERBUY ONLY 53p

Carnation Slender
Summer's ideal replacement

Elastoplast
stretch fabric
for CUSHIONED PROTECTION

Elastoplast Airstrip/Fabric Large ONLY **32p**

Gillette Gillette
Cartridges 4's ONLY **45p**

'New' Kleenex Super 3 Tissues ONLY **32p**

'New' Carnation Slender Sweeteners 300's ONLY **33p**

'New' Woodleigh Green Shampoo Large ONLY **24p**

Ribena Large ONLY **59p**

HALF PRICE

Woodleigh Green Shampoo 60ml ONLY **33p**

Cream Silk
Conditioner with Dry Oil
60ml ONLY **33p**

Elnett Hair-spray 200gm ONLY **95p**

Recital Shampoo In Colourant ONLY **£1.05**

Crest toothpaste Large ONLY **24p**

Harmony Hair Colour ONLY **37p**

Cosmetics, Perfumes, Baby Products, Photographic Aids, Toiletries.

NUMARK'S NATIONAL ADVERTISING IN MARCH

This is the ad which will appear in the Daily Mirror, the Daily Record and the Daily Express. In addition the Superbuy, Carnation Slender, will be featured in the Sun and Daily Mirror.

Psst! Want to know a shady way to make more money?

Look who's wearing Sunstive lenses. Only the biggest names in sunglasses... Goggles, Foster Grant, Samco, Solarite, Boots, Solar of France, Correna and so on.

Why Sunstive lenses? Not just because photochromic change with the sun lenses are going to be the ones everybody wants this summer, but because Sunstive have already established themselves as the authority on sun-lens safety and comfort.

SUNSTIVE KNOW 3 SURE WAYS TO BOOST YOUR PROFITS.

For a start, there's a higher profitability anywhere there's upper price bracketing, and you'll find Sunstive lenses in the best sunglasses, to prove it.

And the bigger the name, the faster the turnover, and the sooner you profit.

And it's not just bigger, quicker profits.

It's guaranteed profits. Guaranteed by Sunstive's big April-June advertising campaign in the major magazines that matter. Attention-getting double page spreads—20 at least—in the peak sunglass-buying period.

A campaign that will have them asking for Sunstive lenses by name in sunglasses with a name they know.

You can see for yourself that there's a lot to be gained by stocking Sunstive and recommending Sunstive.

Money talks. And from April it will be saying 'Sunstive.'



For every kind of sunshine.

*Sunstive is a Registered Trade Mark

PEOPLE



Colin Shakespeare MPS is seen here (right) receiving his first prize of a case of Mumm Cordon Rouge Champagne, won in De Witt International's Clinomyn Christmas competition, from marketing manager, Martin Cook

Mr Ronald White, of Fordwich Hill, Hertford, has retired after a record 60 years' service with Boots. He joined the company in 1918. His first retirement party was held 10 years ago, but he decided to stay on. Many of his early customers called at the pharmacy because they could not afford to visit a doctor.

Deaths

Johnston: Suddenly, on February 19, Mr John Charles C. Johnston, Randolph Hill Royal Scottish Masonic Homes, Dunblane. Mr Johnston qualified in 1929.

Longmore: On February 19, Mr Herbert James Longmore, 42 Abbotsfield Close, Hastings. Mr Longmore qualified in 1932.

News in brief

□ Chemists and appliance suppliers in Scotland in November 1978 dispensed 3,017,113 prescriptions at an average gross cost per prescription of £2.40.

□ Further extension of the stock relief scheme introduced in 1974 which provides tax relief on increases in the nominal value of companies' stocks may be adjusted to help small companies in the next Finance Bill.

□ Chemist contractors in England, in November 1978, dispensed 26,031,463 prescriptions (15,812,080 forms) at a total cost of £58,673,277 representing an average cost of £2.25 per prescription. These figures reflect the temporary suspension of the chemists scale of discount.

□ "In touch," a new quarterly newspaper for colostomists, is now available free from Searle Medical, PO Box 88, Lane End Road, High Wycombe, Bucks HP12 4 HL. It includes articles about (and by) colostomists, a list of UK stoma care nurses and general advice on living with a colostomy.

□ A booklet and a pocket card, both giving advice to acne-sufferers, have been produced by Warrick Pharmaceuticals. Although the company make Acnegl, the booklet and card do not mention products by name. Pharmacists who would like copies of these items should write to Lynda Macmillan, Henderson

TOPICAL REFLECTIONS

by Xrayser

Two faced?

From the correspondence columns of last week I see that I am accused of having two faces looking in opposite directions. Such praise! I would have thought that any one of us with the necessary pragmatism to stay in business would have to acknowledge at least two faces, for without the ability to see things from different and often conflicting viewpoints, balanced judgments could hardly be made. If, as Mr Mulholland believes, some wholesalers are in breach of agreements with manufacturers, there is nothing I can do about it, since it is out of my hands. I do not think it dishonest, however, to buy where I buy best. Plainly, if a manufacturer chooses not to supply a firm because it has broken agreements, or is known to, then that firm will be less competitive, since it won't have the stock I want and I shall have to buy elsewhere.

Of course I deprecate the weakening of RPM, but since its maintenance is a manufacturer's choice, and only a handful seem to care to enforce their agreements, discounts are being offered to retailers. Since all commerce is ultimately business for profit, are we to reject these extra profits because they are likely to be only temporary? With discounting continuing, there can be little doubt that the present absurdly high level of service from "ethical" wholesalers will have to be reduced if they are to continue in business with a smaller gross margin.

For myself I see this change as inevitable and the sooner we adjust to it the better. Mr Mulholland is fighting to maintain his profit, and in his shoes I might react as he has; Mr Gamlin is trying to get supplies from firms who for their own reasons seem unwilling to play ball; I am fighting to maintain a viable business in the face of a malevolent Government, and an indifferent populace. Let us hope that we all succeed in our various ways. But, lest we become obsessive, perhaps we may let the matter rest a while? Please?

CRCs

The Department of Health is thinking of forcing us to use child-resistant containers unless more of us make use of them. Apparently there has been a survey which shows a fall in suspected poisonings from aspirin or paracetamol in children since the containers were introduced. I have to admit that I don't like those wretched lids, for of all the fiddly nuisances I have ever experienced, they top the lot.

I don't use plastic tablet bottles at all, since they are not practical for re-use, being too hard to clean and impossible to dry, let alone sterilise when returned. I therefore use click-type lids on glass. But there is no doubt that people find them hard to open, and while the very young may be protected, it is ironic that children seem to operate them better than their parents once they have the knack. However as it is generally the very young who are at risk I think we would agree that an extension of this protection to include say barbiturates, antidepressants and iron would not be amiss, whether compulsory or not.

Group One, 1 Roberts Mews, Lowndes Place, Belgrave Square, London SW1.

□ Two pharmacists charged with causing grievous bodily harm have been asked to appear before the Pharmaceutical Society's Statutory Committee on March 12. Also appearing will be a person applying for registration as a pharmaceutical chemist and charged with the same offence. The Committee's inquiries—a total of 13—will be held at the Society's headquarters, 1 Lambeth High St., London SE1, and will continue until March 14.

□ The third edition of "International directory of published market research" lists more than 5,000 studies of the markets for both industrial and consumer goods, prepared by more than 400 of the world's leading consultancy and market research firms since 1974, and covers more than 100 countries. Published by the British Overseas Trade Board and Arlington Management Publications Ltd, the directory is available from the Export Market Research Section, BOTB, Export House, 50 Ludgate Hill, London EC4M 7HU (£12.75).

COUNTERPOINTS

Murphy Chemical launch Tumbleweed as the 'world's most advanced weedkiller'

A weedkiller claimed to destroy virtually all annual and perennial weeds—including couch grass, dock and ground elder—without affecting the soil, has been launched by Murphy Chemical.

Described as "the world's most advanced weedkiller", Tumbleweed is based on glyphosate which is said to be even less toxic than rotenone, the active ingredient of derris.

Most current weedkillers work either by killing the roots, contaminating the soil for months, or by killing only top growth. In contrast Tumbleweed is absorbed by the foliage and moves through the plant down to the tips of underground roots and shoots. It retards the manufacture of plant foods to prevent the weed from using stored food reserves. It can be used as a total weedkiller, to kill patches of problem weeds before or after cropping or along walls and fences, also as a selective weedkiller with directed application between or around growing crops.

The action of Tumbleweed is slower than that of some traditional weedkillers, taking up to two or three weeks in the summer and three to four weeks at other times. It is inactivated on contact with the soil, and is then broken down by bacterial action.

The launch will be supported by an extensive advertising and promotional programme, and Murphy's predict that sales will exceed £500,000 in the first year, contributing substantially to a



major increase in the weedkiller market.

Tumbleweed is supplied in liquid form for application, diluted, by sprayer or watering can. It comes in four sizes, designed to compete with other brands

in terms of cost related to coverage—4oz (40 sq yards, £0.99); 8oz (£1.89); 500ml (176 sq yards, £3.25); and 1 litre (£5.97). *Murphy Chemical Ltd, Wheat-hampstead, St. Albans, Herts AL4 8OU.*

Rowenta 1000

Rowenta have added a high powered 1000w pistol grip dryer (approximately £16.95) to their range. The model is yellow and is said to be well balanced and light and easy to use. The dryer has two temperature settings and a styling nozzle. *Rowenta, 9 The Street, Ash-tead, Surrey.*

M & B advertising

During 1979, May & Baker Ltd will support sales of their key garden products with what they describe as their most ambitious advertising campaign. It will begin in March and continue through to September.

Soil insecticide granules, Strike rooting powder, Supertox lawn weedkiller and Fumite Tecnalín will be advertised in *Popular Gardening*, *Amateur Gardening*, *Garden News*, *Practical Gardening*, *Greenhouse*, *The Gardener*, *Ideal Home* and *Homes and Gardens*.

To ensure the maximum impact, these

products will also be advertised in the *Daily Express*, *Daily Mail* and the *Daily Telegraph*. A range of point of sale display material and literature on these products is also available. *May & Baker Ltd, Manor Road, Romford, Essex.*

Lip Quenchers in four new shades

From March, Lip Quencher lipstick (£1.10) will be available in four new shades: snowcrystal bronze, cherryberry hrew, raindrop red and strawberry freeze. All will have the same conditioning formula—rich in emollients and moisturisers—found in A. H. Robins' Chap Stick.

Cherryberry hrew is said to be "perfect for the new summer fashion colours of plum, bright cranberry and blueberry." Raindrop red is a vivid creme shade—a brilliant, true red. Strawberry freeze looks just as its name suggests—the clear, crisp colour of strawberries preserved in a frosted lipstick, says the company, and snowcrystal bronze is described as

a frosted shade as "pure as a spring snowdrop".

There are twelve other Lip Quencher shades already available in cremes, frosted and glossy transparents. *A. H. Robins Company Ltd, (Consumer Products Division), 14 Conduit Street, London W1.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Alka Seltzer: All except A

Anadin: All areas

Buf Puf sponge: Ln, Y, NE

Crest: Ln, M, Y, Sc, A, We, G, CI

Head & Shoulders: Ln, Y, Sc, A, U, G, CI

Kotex Simplicity: M, Y, Sc, WW, NE, We, CI

Medinite: All areas

Savlon: All areas

Sinex: All areas

Wondra: Y, NE

Zest: M, Lc, Sc

K2r...the profitable one!



K2r stain remover has been reformulated and is now being launched in a bigger aerosol to be an even greater success with your customers. K2r comes in eye-catching one dozen display boxes designed to boost your sales—and that means bigger profits for you!

**Don't let your
customers down.
Ask Dylan
for stocks NOW**

... and just look at the support we're giving new K2r! Big advertisements commencing April in Woman & Home, Good Housekeeping and Family Circle — a total readership of over 10 million potential customers. Stock up now and let New Formula K2r be the profitable one for you.

Sole U.K. Distributors: Dylan International Limited, Worsley Bridge Road, Lower Sydenham, London SE26 5HD

COUNTERPOINTS

Reckitt & Colman test market Deep Fresh bath additive

Deep Fresh, a new family bath additive from Reckitt and Colman's pharmaceutical division, is to be test marketed in two television regions in April.

The launch campaign will major on a 30 second commercial and four week bursts on Scottish and Southern Television. The first phase runs from April to May with follow-up periods during the summer. These are July, August to September on Southern, July to August in Scotland. Extensive sampling will also take place in one of these areas.

Reckitt and Colman's pharmaceutical division say that they expect Deep Fresh to make a significant impact on the growing £32 million (1978) bath additive market. Their expectations are based on the product's major difference over other bath additives. Deep Fresh is said to have all the desired features of the conventional product—it is refreshing, relaxing, pleasantly perfumed, foaming, cleansing and water softening—but in addition it is bactericidal. The therapeutic value is derived from its association with Dettol. "Deep Fresh will certainly

have many competitors in the cosmetic category of bath additive, none at all in the pioneering bactericidal," says the company, adding that, "whereas women outnumber men three to one as bath additive users, Deep Fresh will be marketed with no sex bias and the emphasis on regular use by the whole family." It is in liquid form, green and mildly pine perfumed. *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull HU8 7D8.*

New products in Nailoid range

Nail Fix (£1.25), a nail repair kit, has been added to the Nailoid nail care range from Richards & Appleby. The product is a light but strong adhesive. When a nail is broken or flaking, a drop of two of Nail Fix should be spread over the affected area and left to dry naturally. Afterwards, says the company, any surplus can be filed off with an emery board and the nails manicured in the

usual way. Nail Fix is said to be totally invisible when used under polish.

Nail Fix is presented in a blister pack on a card containing full instructions for its use. The pack includes a pin for piercing and re-sealing the tube. In the Nailoid blue and white livery, it is the eighteenth Nailoid product.

The company have also launched two new nail polishes (£0.45) for spring '79. Called Burgundy and sunset gold, they have been created, say Richards & Appleby, to complement the trend towards brilliant colours and hold patterns that fashion experts predict for the new season. Burgundy is a creme polish, sunset gold a pearl. *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.*

Clarins for necks

Jica Products are introducing Clarins youthful neck cream (£9.50) throughout the UK and Eire in mid March. *Jica Products, "Loramic", Dockett Eddy, Chertsey, Surrey KT16 8LS.*

There's no business like Pollen-B-Business

Pollen-B is bee-collected pollen in tablet form, nature's own balanced revitalising concentrate, a valuable high-protein food supplement.

Over the years, Pollen-B has built up its own following of users ranging from OAP's and housewives to sportsmen and businessmen who wouldn't be without it, and 'health food' consumers who swear by it. This is the growing-user group to date. And Pollen-B are building on success by mounting a further national campaign. We're going to set the market humming. Besides display material—leaflets and counter card—we'll be in Woman, Woman's Own, Woman's Weekly, Woman's Realm and Woman and Home through April to June. Plus hard-selling spaces in Jogging for Health & Fun.

Sting the competition! Prepare for the swarm! Order now and take advantage of special bonuses through to the end of April.

Pollen-B

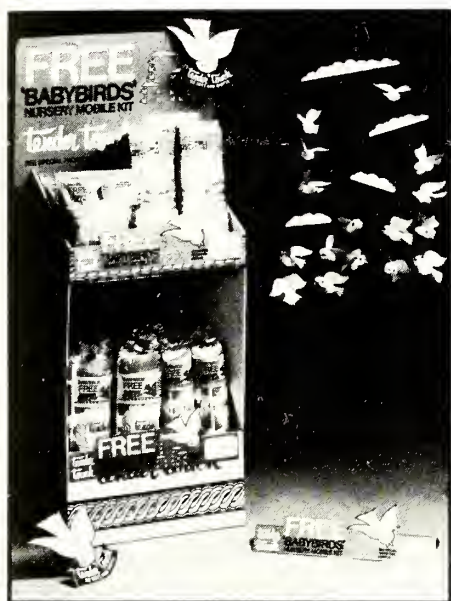
In packs of 30 and 90 tablets (1 month and 3 months supply).

Distributed by Fassett & Johnson Ltd., New Road, Winsford, Cheshire CW7 2NX Tel: 060 65 2841

Natural Bee-Collected Pollen Tablets



Tender Touch mobile offer



Following on the recent on-pack pattern sheet promotion, Tender Touch, the cotton wool range from Smith & Nephew Ltd, is offering a nursery mobile kit in exchange for two proofs of purchase and a 9p stamp. The kit forms a "babybirds" mobile which can be completed by the addition of Tender Touch cleansing puffs. The offer is not dated and will run as long as outlets carry stocks of the specially flashed packs.

This promotion will be supported by advertising in leading women's magazines, such as *Womans Own*, *Womans Realm*, *My Weekly*, *Living* and *Mother*. Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.

Savlon goes on murdering germs

The current Savlon television commercial will be repeated during July and August. Care Laboratories will be supporting the brand further with an advertising campaign in women's magazines during April, May, June and July. The advertisements, which will be seen in *Home & Freezer Digest*, *Woman & Home*, *Living*, *Family Circle*, *She*, *Good Housekeeping* and *Today's Family*, repeats the theme begun last summer that "Savlon is murder on germs, not on people". Care Laboratories, Badminton Court, Amersham, Bucks.

Patchwork colours from Lauder

Estee Lauder are taking patchwork quilts as the theme for their spring make-up colours. The new approach, says the company, begins with warmer skin tones

supplied by a new product—creme compact face bronzers (£4.50) in sunny and chestnut bronze. Cheeks should then be "washed" with colour from either the soft film compact rouge (£4.50) or the tender blusher (£5.00). Both types of blusher carry two tone colours. There are four new shadow boxes of pressed eyelid shadow (£6.00) each with four tones, and two new eye contouring pencils (£3.00). All in all there are eight new lip colours (£2.50-£3.00) and five new nail colours (£2.25). *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London.*

New dog leads

Sherley's have introduced two additional products to their range of nylon dog leads and collars. The traffic lead (£1.35) is a 10in lead in extra strong $\frac{3}{4}$ in wide nylon, ideal for town use on large dogs such as alsations. The training lead (£2.25) is a 6ft long lead in extra strong $\frac{3}{4}$ in nylon with a stainless steel trigger clip. Recommended for use by training club members and for those dog owners who require a longer lead for exercise purposes. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

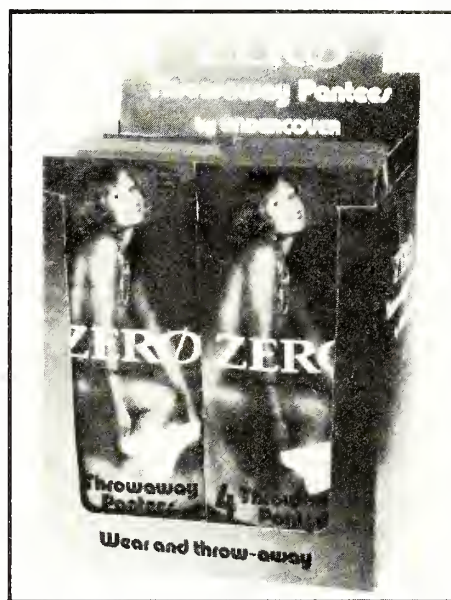
Rubinstein's Thai silk look

Rubinstein colours for spring have been inspired by the "Thai silk look". Asia coral, imperial pink and sweet curry will be available in lipstick and nail products (£1.25 and £1.35). The blushers (£1.55) are in terra rose and peach ice, the double ended pencils (£1.95) in azure blue and sandshimmer, turquoise and copper glint, blue lapis and sterling silver and brownstone with smoky topaz, and the eye-shadows (£1.90) in pink pearl, frosty blue smoke and bronze gold. *Helena Rubinstein, 76 Oxford Street, London.*

Houbigant's musky spring offers

On special offer during March and April, Houbigant have cut the price of Monsieur Houbigant Musk after shave from £4 down to £2.50 while stocks last over the special price period. The company is also giving away bumper size bottles of Musk bubbling bath and shower gel. From the beginning of March, any customer spending £3 on Houbigant's Musk products will receive a large (480ml) Musk bubbling bath and shower gel free. The special offer will be available while stocks last. *Houbigant Ltd, Balcombe Road, Horley, Surrey.*

Undercover name and pack change



Undercover Products (International) Ltd have changed the brand name of their Undercover throwaway pantees product to Zero (*C&D*, February 24, p.219). As well as changing the name, Undercover have altered the pack design to a polybag available in an attractive dispenser.

As part of an introductory promotion, Undercover are offering a free colour film processing service with every carton of Zero ordered. (The promotional carton comprises four display boxes of four x 12 polybags in sizes of small, medium, large and men's). The free offer applies for a 12 exposure film develop and print service with only nominal prices for 20 and 36 exposure films and will last till May 31 1979. *Undercover Products (International) Ltd, Walm Lane, London NW2.*

New cleanser and toner from Ritz

To complement their Revenescence moisturiser Charles of the Ritz are bringing out a Revenescence cream cleanser (100ml £4.50) and toner (250ml £4.75). The company are also adding a self tanning foam (167ml £3.95) to their Ritz Bronze range of suntan preparations. *Charles of the Ritz Ltd, Brook House, 115 Park Lane, London W1Y 4EU.*

Spring offer from Hermes

Hermès are offering an Amazone gift pack containing: perfume (3ml) eau de toilette (30ml) and soap, with a light floral bouquet ideal for Spring, for an introductory price of £5.50. *Parfums de Paris Ltd, 7 Colville Road, London.*

THIS MONTH'S 'SPECIALS'

**Alberto
Balsam
Conditioner**

**20%
OFF**

Babettes

**16%
OFF**

**UniChem
NAIL POLISH
REMOVER**

**22%
OFF**

**Vaseline
INTENSIVE
CARE**

**18%
OFF**

Milgard

**15%
OFF**

Shouldn't
you be
part owner of
your own
Wholesale Organisation?

Why not
write
off for
details now...

FOR UNICHEM MEMBERS

Bic Razors

**25%
OFF**

**Kotex
Sylphs**

**18%
OFF**

Brut 33

**Antiperspirant
/Deodorant**

**20%
OFF**

Nice'n Easy

**18%
OFF**

EXCLUSIVE TO UNICHEM MEMBERS (OFFERS AVAILABLE 5th – 23rd MARCH 1979)

To J.A.L. Speller, General Sales Manager, UniChem, Crown House, Morden, Surrey, SM4 5EF

I am an Independent Retail Pharmacist and would welcome more
information about UniChem.

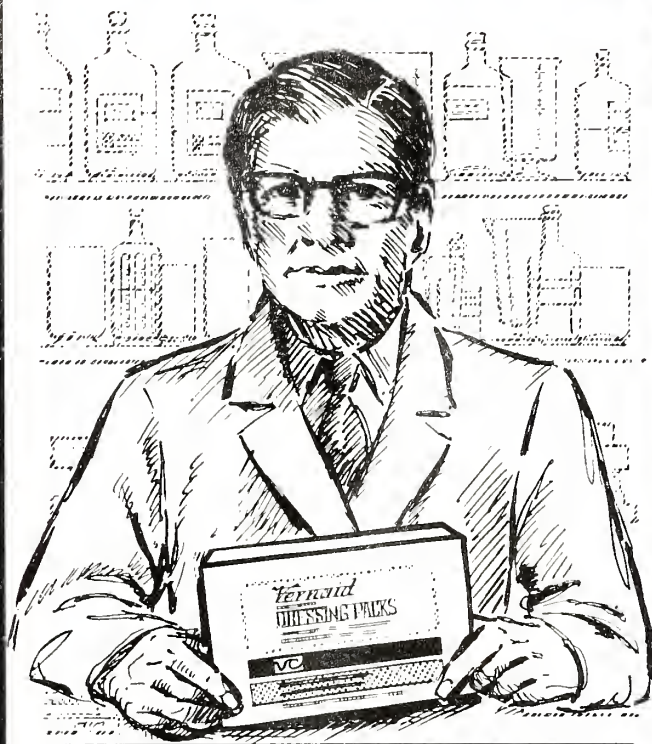
Name _____

Address _____

_____ Date _____



CD/3/79



Vernon-Carus Ltd.

pioneered commercially produced Sterile Dressing Packs in the United Kingdom almost twenty years ago and have led the field ever since.

Vernaid REGD
The BRAND LEADER



CONFORMING TO THE
N.H.S. DRUG TARIFF SPECIFICATION



Vernon-Carus Ltd.
PENWORTHAM MILLS
PRESTON LANC'S Tel. 44493/8

Obtainable from all wholesale chemists

IS YOUR RENT GOING UP?

**Your landlord
has
professional
advice....
HAVE YOU?**

We shall be pleased to discuss
your Lease Renewal,
Landlord & Tenant Act
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Rent Review problems.

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DESTROYS CARDBOARD,
BOXES, PAPER,
PACKING
MATERIALS

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SAFELY

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BRITAIN AT CHEMISTS,
SCHOOLS, GOVERNMENT MINISTRIES

Tel.: 0948 840504
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**NORTHERN
INCINERATORS Ltd
PREES GREEN, WHITCHURCH, SALOP**



COUNTERPOINTS

Unichem's 'Save as you slim' promotion for members

Throughout March, Unichem is proposing to its shareholder members that they should take advantage of the increasing interest in dieting and slimming shown by Britain's women (and men) by putting on special offer a carefully researched range of slimming products, including biscuits, chocolate, crispbread and milk drinks. The complete range, on offer exclusively to members between March 1-28 is as follows: Aqua Ban, Ayds, Biscoff crackers, chocolate nut cookies, milk chocolate wholemeal, chocolate bar plain and milk and biscuits, Bran Slim tablets, Energen crispbread, digestive biscuits and wheat flakes and rolls, Hermesetas, Limmits 250 (chocolate wafer, barbecued chicken), Limmits 250 biscuits (coffee, orange, chocolate mint, lemon & lime, digestive, vanilla), Limmits 250 muesli cereal, cheese crackers (lemon pulls, cheese & onion), milk chocolate sweet-

meal, milk chocolate bar and hazelnut chocolate bar, Pastils 808, Saxin, Simbix meal-in-a-glass, Sucron, Sweetex and Trihexin G.

Unichem's first spring offer to shareholder members for 1979 consists of ten products offered at attractive rates. The full list, on offer between March 5-23 is as follows: Alberto Balsam conditioner, Babettes, Bic razor, Brut 33 antiperspirant and Brut 33 deodorant, Kotex Sylphs, Milgard, Nice 'N Easy (all shades), Unichem nail polish remover and Vaseline Intensive Care lotion.

In addition, a special offer of selected photographic goods will be made during this period. These are: Philips photographic—Magicubes, Topflash and Flash Bar (25 per cent discount), Polaroid cameras & film (5 per cent discount) and Kodak cameras & film (5 per cent discount). *Unichem Ltd, Crown House, Morden, Surrey.*

Weedol competition

A retailer competition for Weedol offers prizes worth £500, including a first prize of a £300 holiday voucher, for the best window display. New Weedol and "Pest and disease" leaflets are available together with "The ICI guide to gardening" wallchart. Advertising for ICI's plant protection range is planned for most national newspapers and gardening magazines. *Imperial Chemical Industries Ltd, plant protection division, Woolmead House East, Woolmead Walk, Farnham, Surrey GU9 7UB.*

Mistral show

The Mistral range of combs marketed by Colson & Kay have been given a new display unit with the capacity for 15 dozen combs. The unit measures 20in x 21in x 5in and is said to provide maximum impact at the cost of a minimum of selling space. The combs range in price from £0.20 to £1.55. *Colson & Kay Ltd, 5 Edgeley Road Trading Estate, Stockport SK3 0XB.*

Towelling robe from Midas

Beecham are offering initialled Christy towelling bath-robies at below their normal price, as an on-pack offer with Midas. From the end of March this offer will be displayed on special collarettes mounted on each of the 200ml, 500ml, and 750ml Midas bottles.

The robes come in three sizes and three colours—buttermilk, blue and spice—and up to three initials can be ordered on each robe, available for

£14.95 (including VAT and p&p).

Beecham Toiletries marketing manager Roger Holden, comments, "We have always given this brand strong Christmas support, but now it is ready to move on to the next phase of expansion. So, this year, we are planning an almost continuous series of attractive promotions, starting with this offer." *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

Pharmaton plans

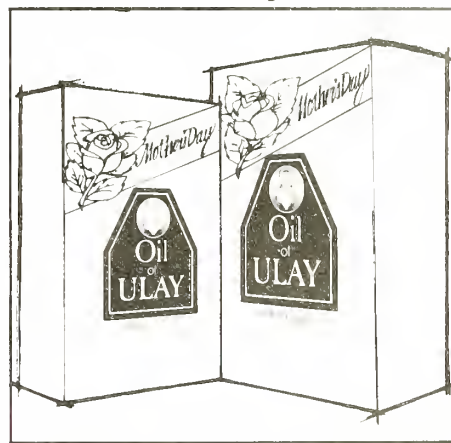
A major promotion is planned for Pharmaton capsules. In addition to consumer advertising—using "discover the Pharmaton formula" theme—new point-of-sale and display material is available from Pharmagen Ltd, Runcorn, and other wholesalers. Bonus offers are also available during March.

The campaign starts with *Radio Times* and *Woman's Own* advertising, followed by coverage in the *London Evening Standard*, the *Birmingham Mail* and *Good Housekeeping*. Starting in May, the capsules will be featured in an extensive four-month London Underground poster promotion. *Pharmagen Ltd, Chapel Street, Runcorn, Cheshire.*

Cushion Grip offer

Sales of Cushion Grip this year will be backed by Plough (UK) Ltd, by national advertising coupled with a sampling scheme. A national Press campaign starts in May and, in Scotland, all advertisements will carry coupons offering free samples of the product and an offer of 10p off the next purchase. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.*

Oil of Ulay for Mother's Day



Richardson Merrell have produced a special Mother's Day sleeve for Oil of Ulay. The decision to do this for the first time was taken after the encouraging results of the Ulay Christmas pack, says the company.

The sleeves are available in two sizes to suit the 150ml and 200ml packs. *Richardson Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.*

L & K garden news

Lindsey & Kesteven Fertilisers Ltd have launched a two-tier national advertising campaign for their two ranges, Sangral fertilisers and Arthur Bowers composts.

Sangral will be supported by a campaign running in both the *Daily Express* and the *Daily Mirror* from March 24 to mid-June. Cartoons designed for these advertisements will be backed up by full colour point of sale material comprising the L & K "Fertiliser Poster" described as a handy, in-store resident expert.

The range of Arthur Bowers composts and a variety of their uses is graphically shown in a full colour, illustrated poster. Tear-proof and water-proof, this poster can also be used in or out of doors. And for the first three months of 1979, it appears as a full page, colour advertisement in *Garden News* and *Practical Gardening*, to coincide with the planting season.

The company is re-launching the complete lawn care product range and is introducing two new products—L & K spring/summer lawn food and L & K autumn/winter lawn food. *Horticultural Division, Lindsey and Kesteven Fertilisers Ltd, Wigford House, Brayford Pool, Lincoln.*

Badedas plus

A 75ml bottle (£0.95) has been added to the Badedas range from *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

COUNTERPOINTS

Heel and elbow protectors from Roussel Medical

Roussel Medical Ltd have introduced QB2000 heel and elbow protectors for the prevention of pressure sores and decubitus ulcer. QB2000 has a foam flotation pad suspended in an outer knitted sock which protects the skin and prevents tissue breakdown of the heel or elbow. Shearing effects are eliminated, without restricting blood flow or limb and joint movements. The flotation pad is made from a tricot coated urethane which is suitable for use with medication and an elasticated ribbing holds the protector in place. QB2000 is machine washable available in standard (carton of two, £4.70 trade) or large sizes (two, £4.95 trade) which are easily identifiable by colour—blue and white respectively. *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF.*



television advertising on April 13. *Fulford Williams (International) Ltd, Cornwall Road, Hatch End, Middlesex.*

Hibisol dispenser

Hibisol hand rub is now available in a 250ml pack (£0.71 trade) fitted with a dispenser top. *Imperial Chemical Industries Ltd, pharmaceuticals division, Alderley Park, Macclesfield, Cheshire.*

Predictor change

The Predictor pregnancy test has been modified. The kit no longer contains a pipette for uptake of urine. The plastic sachet containing distilled water is now used, once emptied of its contents. *Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey.*

Heinz sales force restructured

Heinz have reduced the sales force of 500 by 120 and restructured the sales and marketing organisation. For chemists, the telephone sales force will be extended to increase frequency of calls and the supply arrangements will be unchanged, the company says. The personal calling service will be reduced according to account size. The restructuring follows Heinz's review of the cost effectiveness of all their operations in preparation for the 1980's.

Dequadin 40s pack

Allen & Hanburys Ltd are issuing Dequadin lozenges 40s in a newly designed pack. Each pack will contain four rolls of 10 lozenges, foil wrapped and labelled in a printed carton. The counter display outer will contain 10 packs of 40 lozenges. *Allen & Hanburys Ltd, Bethnal Green, London E2 6LA.*

Focus on Optique

Focus Contact Lens Laboratory of Watford have now been appointed wholesalers for the Optique range of eye care cosmetics, specially formulated for the contact lens and spectacle wearer. The products are hypo-allergenic and perfume free and are said to have a balanced pH to avoid irritation, and are quick drying. Eye shadow, eye liner, mascara, eye make up remover and moisturiser are available. There are two starting kits available to the trade with a free display unit. One kit (£25.00) contains a sample of each product with various shades in eye shadow and mascara. A more comprehensive kit (£39.00) includes a small

stock in addition to the samples. Leaflets explaining the use of the products for patients are available with prices and supply information. *Focus Contact Lens Laboratory Ltd, 3 Derby Works, Carey Place, Watford WD1 5PU.*

Givenchy six

Givenchy are adding three new products to each of their Monsieur de Givenchy and Givenchy Gentlemen ranges of men's grooming aids. A conditioning shampoo (Givenchy Gentlemen £4.25, Monsieur de Givenchy £3.80), hair tonic (Givenchy Gentlemen £5.25, Monsieur de Givenchy £4.75) and a hair liquid (Givenchy Gentlemen £5.25, Monsieur de Givenchy £4.75). *Givenchy, 22 Old Bond Street, London W1.*

Horse chestnut

Thomson & Joseph Ltd have added five grades of horse chestnut extract (aescine) to their product range: three medicinal/pharmaceutical topical grades; one cosmetic grade; and one toiletries grade. *Thomson & Joseph Ltd, Castle House, 21 Davey Place, Norwich NR2 1PJ.*

Bakese on test in two TV areas

Fulford Williams are introducing a new product, Bakese, on test market in the Yorkshire and Tyne Tees television areas. Bakese 1 (25 tablets, £1.12) contains paracetamol 500mg and codeine phosphate 8mg; Bakese 2 (50 tablets, £1.08) contains paracetamol 500mg. A starter pack for the consumer (£1.25) contains 10 Bakese 1 and 25 Bakese 2. The products are Pharmacy Only. Sell-in in the areas starts on March 19 and

Neutradonna 25g powder shortage

Nicholas Laboratories Ltd apologise for Neutradonna powder 25g being temporarily out of stock because of a packaging component shortage. The 100g pack is not affected. *Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough.*

PRESCRIPTION SPECIALITIES

Burinex injection

Burinex injection 0.5mg/ml is now available from Leo Laboratories Ltd. It has the same indications and dosage as Burinex injection 0.25mg/ml, already on the market, and is available in packs of 5 x 4ml (£2.78 trade). *Leo Laboratories Ltd, Denmark House, Old Bath Road, Twyford, Reading, Berkshire.*

PONDERAX 40mg tablets

Manufacturer Servier Laboratories Ltd, Servier House, Horsenden Lane South, Greenford, Middlesex

Description White sugar-coated tablet containing 40mg fenfluramine hydrochloride

Indications Treatment of maturity onset diabetes

Contraindications, precautions etc As with other Ponderax preparations

Dosage 80 to 120mg daily

Packs 5 x 20 tablets, blister stripped (£7.30 trade)

Supply restrictions Prescription Only
Issued March 1979

"For a change we'd like to tell you where to stick it."

Literally that is.

Because just 8 months after the Airwick-Beecham tie up, we're introducing the Stick up.

Stick ups are small, concentrated air fresheners which the housewife can conceal in places where odours lurk.

It's a completely new concept in air freshening that fits neatly into the market.

Small they may be, but with Beecham muscle behind a Stick Up no other brand in the market is going to be safe.

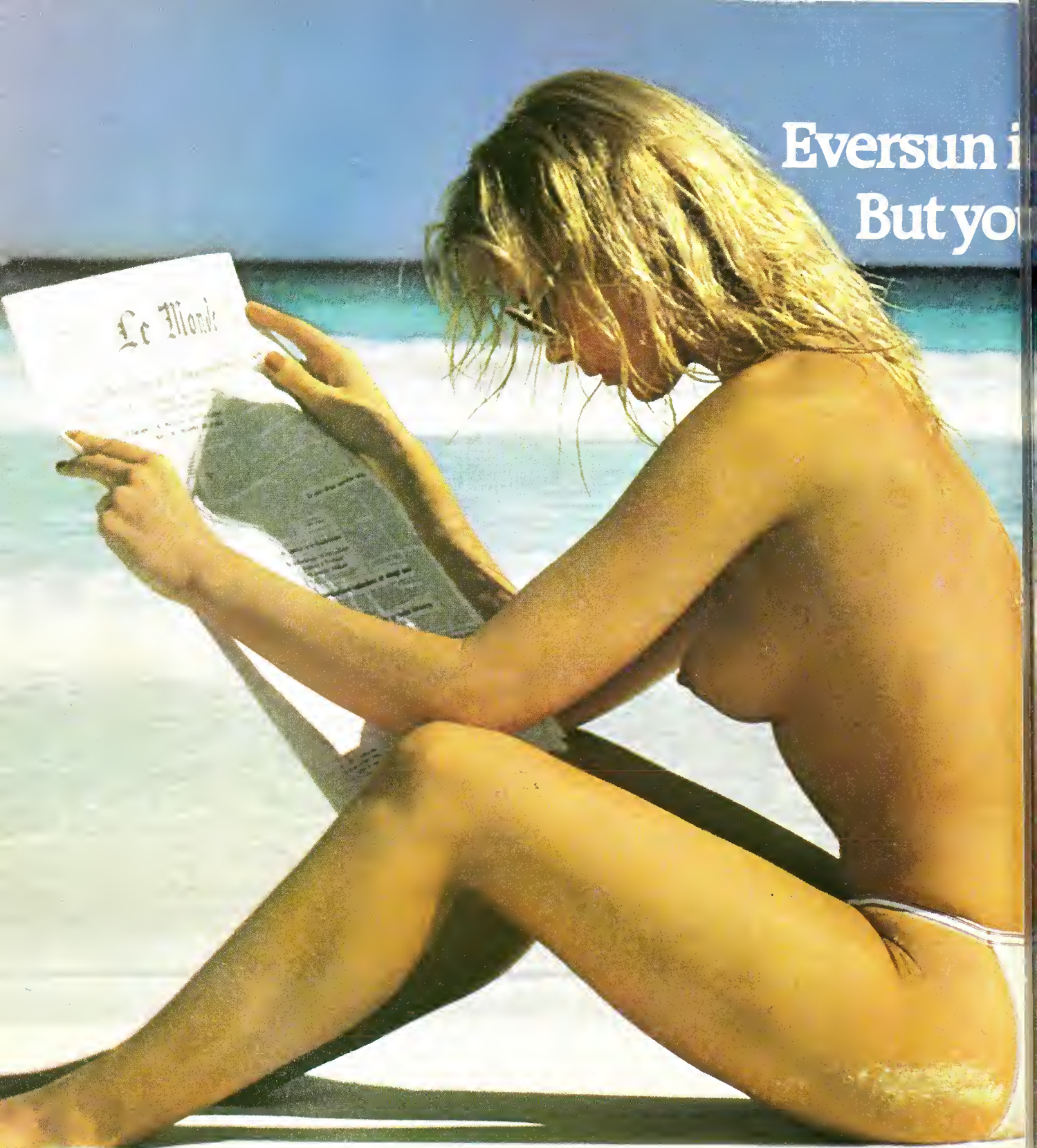
We launch in Spring with around £350,000 on television, nationally.

And of course there's the in-store support you'd expect.

So before you tell our salesman where to stick it, think of what Stick ups are going to do to sales -and up yours!

**BEECHAM KNOW HOW
TO MARKET
AIRWICK KNOW-HOW.**



A photograph of a woman with long, wet, blonde hair sitting on a sandy beach. She is leaning forward, reading a newspaper. The newspaper's masthead 'Le Monde' is visible. The background shows the ocean and a clear blue sky. The lighting is bright, suggesting a sunny day.

Eversun i
But yo

This year there is a brand new sales force behind Eversun. A sales force capable of giving the sort of professional service you'd expect from Roche.

The new team will be coming complete with free display material

specially designed for the chemist, together with high profit discount deals as well as the sort of flexible stocking policy that such a seasonal product demands.

The young lady in our advertisement will be hard at work selling

Eversun too, with our biggest ever campaign in mass market women's magazines like Woman, 19 and Living.

And with her obvious assets and the service our new sales force are going to give you, it should be a bumper year for us both.

For further information please call Ian Armstrong, Sales Manager, Cosmetics Division, Roche Products Ltd., P.O. Box 8, Broadwater Road, Welwyn Garden City, Hertfordshire. Tel: Welwyn Garden City 28128.

pretty amazing.
should see our new reps.

EVERSUN®



**Every new ostomist needs confidence and self-respect.
This sticker says you stock them.**



After the operation, every ostomist is given a prescription for standard stoma-care products.

Which is fine until a problem occurs.

The chemist or pharmacist may not know how to help and the ostomist is reduced to shopping around.

You can help in two ways.

You can make sure that your staff understand the basis of stoma-care and the treatment of the most common problems.

And you can keep a full stock of reliable products to satisfy both regular and special needs.

Find out more by filling in the coupon and sending for the free Coloplast Information Kit.

It includes a leaflet giving an introduction to stoma-care as well as a full explanation of the samples enclosed.

One last point.

There are over 100,000 stoma-patients in Britain and they are joined by new patients every week.

They brush their teeth, catch colds and cut themselves like everyone else, so put the Coloplast sign in your window to say you care.

Please send me the free Coloplast Information Kit.

Name

Address

To Coloplast Ltd; 3 Cavendish Road; Bury St. Edmunds, Suffolk.
Tel. (0284) 68456.



PHOTOGRAPHIC

Picture-taking simplicity brings camera sales back to chemists

Any chemist who pulled out of the photographic equipment market when the price war started between the mail order dealers is currently missing out on some very profitable business.

For the swing in photography is to simplicity. From the low-priced, one-button instant cameras to the 110s which have overcome early design problems, and now incorporate electronic flash, the volume market is turning Kodak's slogan of recent years, "Simple as blinking," into a reality. And it is to the chemist who puts himself out to *sell* photography that many people go for the products at the bottom end of the market (here we are talking of cameras retailing at anything up to £30!)

Stock and show

John Oliver of Enterprise Photo Sales Ltd (distributors of ITT products) puts it this way: "The consumer coming into the chemist is looking for an 'idiot-proof' camera. But it is no good the chemist putting something in the corner of his window and hoping—he must not only stock a range of photo products (cameras, films, flashbulbs, etc) but be prepared to devote space to explaining *what* he is selling. He should take pictures of the area with the equipment he stocks and show them. And he should bear in mind that he will often be dealing with customers for whom photography is something new. In fact, a simple camera is frequently not even a considered purchase—many are bought on impulse today—second cameras, cameras for the wife of a photographer or for a young adult."

Chemists who have seen the logic of such advice already take the major part of 110 unit sales—up to four-fifths when Boots are included according to one estimate. Even among the more sophisticated 110s with built-in flash there is considerable scope, and ITT have a quarter of their cameras with a dealer net price over £15 going through independent chemists.

Of course, many chemists object to the additional rate of VAT which cameras attract, but the market is too big to be ignored. From £120m in 1972, consumer spending on photography has grown to £340m in 1978, and while the average

real growth per year has hovered around the 3 to 4 per cent mark, last year it doubled to an impressive 7 per cent (although spending on equipment, at some £95m, remained at 4 per cent in real terms).

Independent's opportunity

Chemists wishing to capitalise on this growth will find plenty of willing helpers among manufacturers, wholesalers and photofinishers. "The latest estimates for sales of photographic products in the UK in 1979 are around £360 million", says Ian Crimp, Vestric's photographic products manager. "And we reckon that about £30 million of that will be spent at the smaller independent pharmacist and groups of pharmacies. It's a fairly small segment of the market, but extremely important to the small business from a profit point of view".

Although Vestric can supply almost all types of photographic equipment, from the cheapest instant picture cameras to Pentax and Praktica and home movie outfits at the top end of the range, the majority of all cameras supplied are in the "under £30" price bracket. "In our experience, about 75 per cent of cameras sold by independent retail pharmacists are at the bottom end of the price range, so naturally we concentrate most of our promotional efforts on the popular products".

Continuous promotion of the popular brands of film is also central to Vestric's marketing policy, since it is estimated

that around 48 per cent of all film sales are made through retail pharmacy. "Our policy is to help the independent retail pharmacist claw back as much as possible of the share of the photography market he has lost to the multiples and cut-price camera dealers over the last decade by offering him terms which will enable him to price his photographic goods realistically from the consumer's point of view and still leave himself a fair margin", says Ian Crimp.

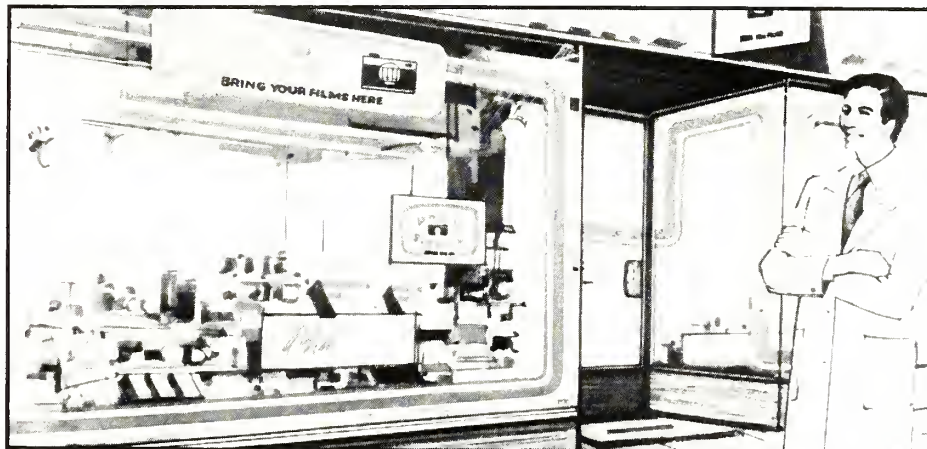
Small investment

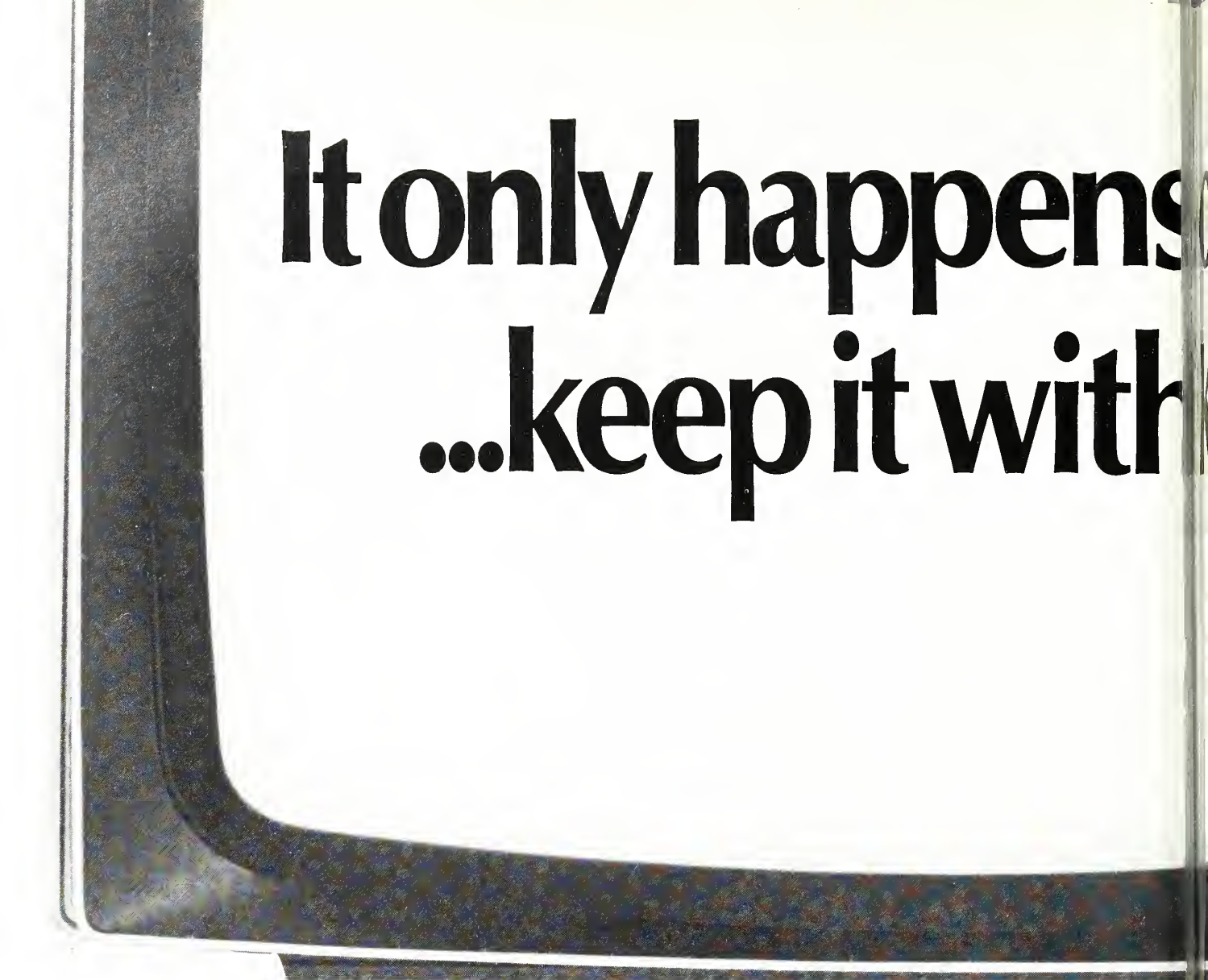
"But although we see photographic product sales as an extremely important area for the independent, it's obvious to us that some pharmacists don't. In our view, a sizeable number don't devote enough time or display space to photographic products. Yet look at the share of developing and printing business taken by the average retail pharmacy. It's very big and extremely profitable, with virtually no stock investment. One of our greatest concerns is that if the independent retail pharmacist doesn't promote photographic products properly and get out into the front shop and sell it hard, he could, in the end, lose a lot of his lucrative D&P business".

As well as supplying cameras and films, Vestric also carry quality own-brand projector stands, screens and photo albums. And they are now distributing the new range of clear plastic photograph frames

Continued on p266

Make your service known—Napcolour's new PVC window-dressing material





**It only happens
...keep it with**

**You've never seen
like this**

The Kodak 1979 national advertising campaign kicks off just before Easter.

It's not just bigger than ever before, although it's certainly that, with T.V. commercials appearing every week from April right through to October.

Supported, of course, by press advertising in colour and black and white.

It's not just more exciting than ever before, with a series of stunning commercials, including a full 60-second commercial set to the famous song "What a wonderful world" sung by Sarah Vaughan.

Once... Kodak

a programme before

But what makes it probably the most important campaign in the history of photo advertising is the actual concept. "It only happens once..." It's a message which goes to the very heart of what picture-taking is all about.

It's a message that doesn't just sell cameras or film. It sells picture-taking in its broadest sense.

Which must be good news for every photo dealer in the land.

Keep it with Kodak. Make it with Kodak



PHOTOGRAPHIC

Cameras and chemists

Continued from p263

by Superframe. Designed to keep photographs "sealed in" and thus clean and fade-free, these frames come in popular sizes from 3½in square to 10 × 8in.

Starting in the spring, Vestric will run a series of special promotions offering their customers, Kodak, Polaroid and Agfa cameras and films and Philips flash products at competitive prices.

While on prices, it is pertinent to ask whether the independent stands a chance against the multiples today. In reply, John Oliver quoted some current rates for the ITT Magicflash for which the "going" trade price would be around £17.95 excluding VAT (less with special deals) and which is advertised widely around £24.95 including VAT. Those prices offer a net mark up of over 23 per cent at a highly competitive price—to which must be added the opportunity to sell film and a case, not forgetting the repeat D&P business to come. This is for a camera which will receive direct advertising support from the supplier in the national Press, using the theme "round the clock photography" (and hence, perhaps, encouraging yet more exposures!). The camera also has spin-off from ITT's reputation and brand awareness among other consumer durables.

Grist to the mill

But should competition always be regarded as harmful? John Oliver doesn't think so: "Regard even direct sales and magazine offers of cameras as increasing the market for film and D&P," he advises. "And remember that *everyone* sells more when a specific retailer advertises a branded product."

It is no good trying to sell photography entirely by self-service, however, and an interested staff is an obvious prerequisite. Once again John Oliver has some advice for the chemist. "Make a camera available to your staff and create some enthusiasm. Get some duplicates made of their holiday pictures and ask staff to show them to customers—

Flash cubes and magi x cubes—a recent addition to Tudor's own brand range of photo products



Superframe photoframes, a new range available from Vestric

especially effective when its one woman to another."

Help in staff training is available from many quarters, including Kodak and photofinishers. Hal Briscoe, Napcolour's marketing director, reports that his group's commitment to dealer staff training is as strong as ever. "We have recently increased our staff in that department to cope with the increasing demand for courses, which are operated in Napcolour laboratories throughout the country.

"Our belief that photography has to be sold and the success of our 'Photo Service' range of display material has led us to the introduction of a PVC window dressing set. We have also added a Photo Service 'Open and Closed' sign in rigid styrene and a Photo Service battery operated wall clock. These new additions will assist dealers to create the right image with the amateur photographer and also form a firm base for our 1979 promotional programme which has already commenced with a repeat of last year's successful 'three for two' enlargement promotion."

Napcolour claim that this support has helped the average Napcolour dealer once again to increase turnover in excess of the market growth and has encouraged the group to promote D&P even more actively in 1979. "Of course quality and service are of prime importance to any retailer and the recognition given by Kodak in awarding to Napcolour Chester the Kodak Quality Award for 1978 is a good indication that we are on the right track," says Mr Briscoe.

Polaroid admit that the growth of "in-

stant" photography will depress D&P, however—though of course there are always the prints from prints to be considered. Nevertheless, they too are concerned that the chemist should devote some specific area to photographic "hardware" sales, especially during the summer and pre-Christmas sales peaks—even if the space is put to an alternative use at other times.

Market trends

In equipment, the most significant factor last year was the trend to the 110 format. Market estimates vary, but all are agreed that the size increased its share substantially to somewhere between half and three-quarters of a "traditional" camera sales in unit terms. But as already pointed out, the 110 is accounting for the lower end of the price range and probably has well under one-third of the sterling market. The change has largely been at the expense of 126 which one observer now sees "dwindling to insignificance". Overall, the "traditional" cameras (35mm, 126 and 110) represent annually over a million units and more than £30m value at trade prices.

Both Kodak and Polaroid say that instant picture cameras now hold a third of the total still market and there is a general prediction that this share may eventually climb to a half by the early 1980s—sales have climbed by 180 per cent since 1972, a performance only excelled by 110s over the same period.

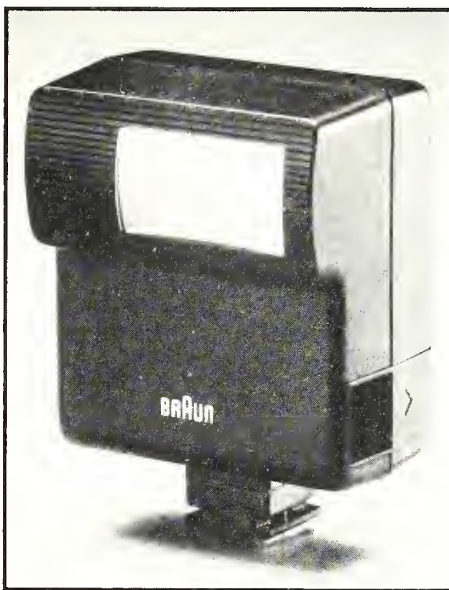
Of course, these figures should not be translated into film sales predictions because the proportions of cameras in use are vastly different. Here, 110 accounts

for only a fifth and 126 still has the lion's share at around 37 per cent. Surprisingly, perhaps, roll-film cameras (which are down to a single percentage point in new sales) also maintain a sizeable, though declining place—perhaps 13 per cent of cameras in use in 1978. The 35mm format accounts for almost another third of cameras.

Film sales

These figures are largely reflected in sales of colour negative film, though 110 climbed to almost 30 per cent of the market in 1978—clearly the simplicity of many cameras and the easyload facility encourages picture taking. However, 35mm camera users are also becoming more and more trigger-happy, with film sales in this format moving up from 18 per cent in 1975 to 29 per cent last year. Colour negative growth rate overall continues at around 13 per cent a year.

The potential market for flash bulbs and other "chemical" flash is being eroded by the growth of electronic guns and, in particular, by the success of cameras with integral electronic flash strobes. Chemists have a high proportion of the remaining chemical market—probably well over half—which is expected to peak in the next year or two.



Braun's new 140B flashgun

For those still in doubt about investing more in photography, perhaps it is worth noting that the average camera-owning household spent around £29 on photography last year, almost half of it on D&P. And the market is far from saturation point—only six in ten UK households own a camera, compared with eight out of ten in the USA.

Braun extend flash range

Braun have introduced two new small electronic flashguns—the Braun Hobby 140 B without computer and the Braun Hobby 140 BC with computer; both are battery operated and anticipated retail prices are £7.95 and £13.95 respectively. Guide number for 100 ASA film is 14 and 28 for 400 ASA.

Also added to the Hobby range are five Braun Softlight models. These have the new computer-calculated, specially textured Softlight reflector said to achieve a more even distribution of light over a wider area of illumination, than has ever been achieved before with small flashguns. "The result is photos without dark corners which are completely and evenly illuminated all over, picture for picture." The design moves the reflector further away from the lens, thus eliminating the "pink eyes" effect.

Guide numbers ranging from 17 to 26 for 100 ASA and prices from £12.45 to £21.95. Two models are designed for the special requirements of instant picture cameras. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Vestric ... keeping you in the picture...

Vestric can supply, quickly, virtually every photographic product the retail pharmacist is likely to require.

In 40 branches and depots throughout the United Kingdom, we stock a comprehensive range.

We have cameras from Agfa-Gevaert, Kodak, Polaroid, Rank, Silber & T.O.E.

Cine cameras by Sankyo and Halina. Sankyo, Hanimex and Rank Aldis projectors. Viewers from Agfa, Photax, Paterson and Hanimex. Flash products from Philips, Thorn and Sylvania. Film from Kodak, Polaroid, Ilford, Agfa, Fuji and Perutz. And flashguns from Sunpak, T.O.E. and Kodak plus a comprehensive range of photographic accessories from cable releases to transparency frames.

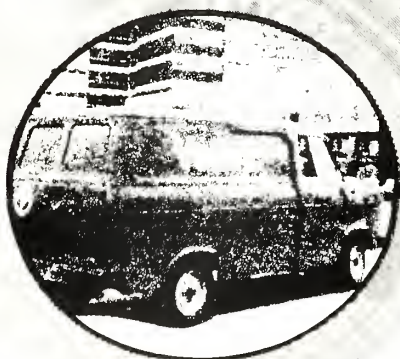
Then there's Paterson products and 3M darkroom kits, plus the range of Vestric products—screens, gadget bags, projector stands and self-adhesive albums.

We have something to suit everyone, from the weekend snapshotter to the genuine enthusiast.

Our service is fast and efficient, our terms to the retailer very competitive.

For further information contact your nearest Vestric branch or The Photographic Products Manager,

Vestric Limited
8 Galleymead Road
Colnbrook
Slough SL3 0EU
Telephone Colnbrook
(02812) 5411



PHOTOGRAPHIC

Kodak's promotional and advertising plans

Four different television commercials will spearhead Kodak's advertising and promotional programme in the coming summer (*C&D* February 17, p182). The campaign will be introduced by a 60-second spot with this year's theme "It only happens once... keep it with Kodak," which promotes picture taking in general and Kodak cameras and film in particular.

A 30-second commercial uses the same theme to promote the benefits of the Ektra camera range, and another of 45 seconds does the same of Kodak instant cameras. Finally, a 15-second "short", a condensed version of the main theme commercial, will also boost picture-taking.

In the Press, Ektras, pocket A-1 cameras and colour film will be covered in national dailies, women's magazines and *Radio Times*. An extensive range of point-of-sale material ties in with the campaign theme.

Early-order discounts

Dealers who place a £500 minimum order for Kodak amateur cameras, films and accessories, for delivery between March 5 and April 12 will qualify for an "early order" discount, free credit and co-operative advertising allowance. The early orders discount is 2½ per cent on Kodacolor films and 5 per cent on Kodachrome and Ektachrome films and on all Kodak traditional and instant cameras. Dealers will also be offered extended credit terms on orders for Kodak amateur cameras and accessories. Carousel projectors and accessories and Kodak amateur films, delivered between March 5 and April 12 (minimum order value £500). Payment for such orders will be in three equal instalments in May, June and July.

Dealers will receive co-operative advertising vouchers to the value of 2½ per cent of the value of their summer bonus plan order. Kodak will pay up to 50 per cent of the total advertising costs, providing that certain conditions are met.

Copy print-boost

Between March 5 and April 12, twenty folders to hold ten instant prints will be supplied free with all orders of twenty or more "take-two" packs of Kodak PR10 instant print film. A free copy prints promotion during June, July and August, is designed both to encourage sales of Kodak instant cameras and to increase public awareness of the availability of copy prints. Dealers will be able to give every purchaser of a Kodak instant camera a voucher entitling

the customer to three free copy prints; the vouchers are valid to the end of September.

"By popular request," Kodak will repeat their cooler bag promotion. Customers may buy a bag at an offer price of £3.25 when they purchase any two rolls of Kodak colour film. The promotion starts on May 26 and will continue while stocks last. Kodak will also be extending their range of promotional products to include a T-shirt, beach towel and a beach ball. All three will carry the 1979 slogan.

A consumer competition will be based on the purchase of two rolls of Kodachrome still film. First prize is a holiday for two in Hong Kong and there are three second prizes of European holidays for two, plus six third prizes of Kodak Carousel SAV1000 projectors. Photo dealers whose customers win one of these prizes will receive premium bonds to the value of £100.

Finally, a "prints on Kodak paper" campaign will be directed at the public. The message will be advertised in *Daily Express*, *Daily Mirror*, *Daily Mail* and *Scottish Daily Record* at frequent and regular intervals from the end of May until mid-August. *Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU.*

Hanimex at Ideal Home

Equipment from the current Hanimex range has been selected for display in the *TV Times* "House of the Stars" at Ideal Home Exhibition. On view will be a Rondette projector, Hanimex auto-off flashgun, a Ricoh XR-2 camera and Fuji colour film. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon.*

Optima 335 from Agfa

Agfa's Optima 335 compact 35mm camera has been launched in the UK. Similar in design to the more sophisticated 535 and 1035 models, it features an electronic exposure system providing continuous control of aperture and shutter speeds. The electronic diaphragm shutter ensures accurate shutter speeds of 1/30 to 1/300 second and a red diode in the viewfinder warns the user when there is insufficient light. The lens is a four-element f/3.5, 40mm, focusing from 3ft; shutter speed sets automatic-



New Kemitainers add to Paterson's range for the home processing market

ally to 1/30th second for flash and there is manual aperture override for computerised flash units. The camera incorporates the Agfa Sensor release. Anticipated selling price is around £49. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.*

New easy-pour containers

Paterson have introduced two photo chemical containers to make storing and pouring convenient and straightforward. Called Kemitainers, they incorporate in the spout a tube that, by preventing the formation of a vacuum within the container, stops the solution spluttering as it is poured out. To further assist this action the spout is offset on to the shoulder of the Kemitainer, providing a controllable flow with clean "cut-off".

Each Kemitainer has a data panel for recording contents and other relevant details. They are in two sizes—1 litre (£2.07) and 2 litres (£2.49). *Paterson Products Ltd, 2 Boswell Court, London WC1N 3PS.*

Keystone on television

Keystone Camera will be advertising their 308 pocket camera on television from May until July in Midlands, Granada, Yorkshire and Tyne-Tees. A 30-second commercial will stress the main selling features—ease of operation, no flash cubes to bother with (built-in electronic flash) up to 150 flashes from two tiny batteries, and telephoto lens at the flick of a switch. The television will be backed up by Press advertising in *Amateur Photographer*, *What Camera* and non-specialist consumer media.

Keystone claim to be the third largest camera company in the USA, where they have been manufacturing for 60 years, and this campaign initiates a major push into the UK market. *Keystone Camera (UK) Ltd, King Street, Enderby, Leicester LE9 5NT.*

ARE YOU LOOKING OUT FOR NUMBER ONE?



MUM already sells more than double any other roll-on and more than any aerosol. In 1979 we've got:

- NEW Rose and Heather fragrances
- NEW Faster drying WILD ORCHID variant
- NEW More modern pack designs

PLUS..... £1 million advertising and promotions support

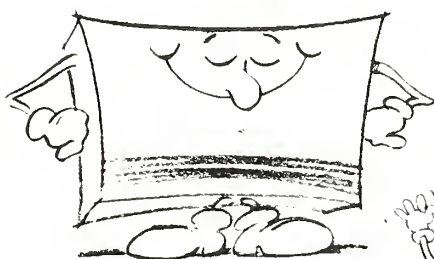
THAT'S HOW...**MUM** REALLY WORKS – FOR YOU

(Source: T.C.P.I. Volume Jan-Dec. 1978)

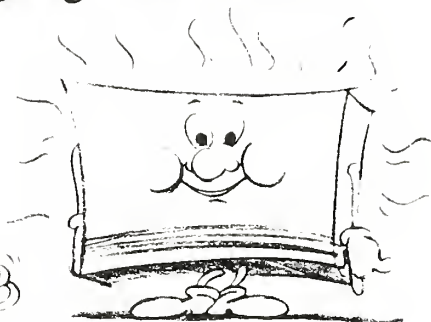
'MUM' is a registered trademark.

Authorised user Bristol-Myers Co. Ltd., South Ruislip, Middlesex.

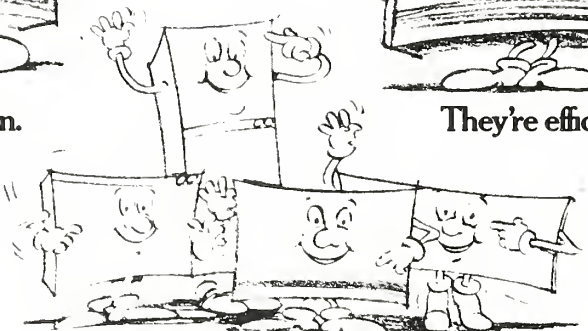
You won't turn your nose up at our heating systems.



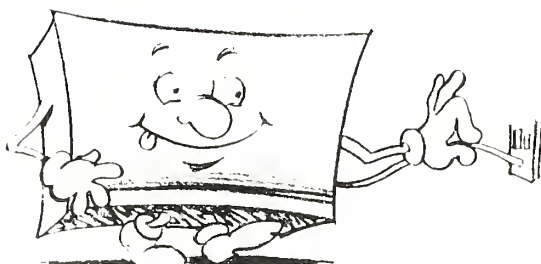
They're clean.



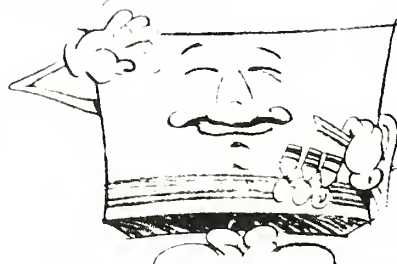
They're efficient.



There's a large range to choose from.



They're easy to install.



They do not require routine maintenance.

If you install electric heating for your business you'll find remarkably little to grumble about.

You won't have to run heavily into the red, because initial capital costs can be significantly lower than for any comparable heating system.

And with thermal insulation and the right tariff for the job, you can

keep your running costs down to a minimum.

To find out which system would best suit your needs, why not contact your Electricity Board office or shop or dial 100 and ask the operator for **Freefone 2284**. You'll be put in touch with one of our commercial heating specialists who'll give you all the information and advice you need.

HEATELECTRIC
The Electricity Council England and Wales

PHOTOGRAPHIC

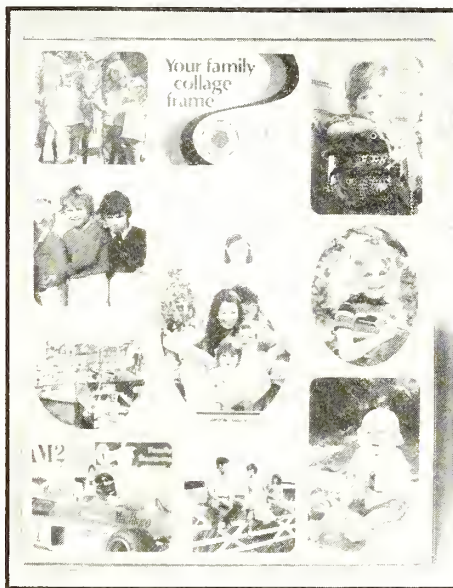
TV, radio and Press in Tudor's campaign

Tudor are planning their biggest ever nationwide advertising campaign for 1979; it will include television, radio and national and local Press, again carrying the message "Look for the shop with the Tudor rose on the door" designed to increase traffic flow in customers' stores. 1978 was an excellent year for Tudor, with growth for D&P "well above the national average". Some of the world's most advanced photofinishing equipment was installed with a further investment programme in new technology planned for 1979.

For dealers wishing to promote D&P through free film or other type of offer, Tudor will provide, free, a range of point-of-sale material to assist in communicating the offer to the public. And among Tudor's own promotions is the current "three for the price of two" on the "print a print" service which enables copies to be produced direct from prints. This runs until March 31.

Tudor firmly believe that chemists can benefit by offering a range of fast-moving photographic goods with their D&P services. The Tudor Photo Bar merchandiser is now displayed by hundreds of dealers and shows the extensive range of Tudor own brand products, including Tudorcolor film, Tudomatic cameras, flash cubes, blank cassettes, frames, albums and the latest addition, collage frames. Many products carry incentive offers to maintain consumer loyalty to the local dealer.

Additions planned for the Tudor own brand range include a range of Hi-charge batteries, a range of electronic flashguns and new 110 cameras. The wholesale service provided by Tudor is now used by most of their 1,800 dealers. *Tudor Photographic Group Ltd, 30 Oxgate Lane Industrial Estate, London NW2 7HU.*



Collage frames, new from Tudor

Compacts and cine from Fujimex

Fujimex are launching a new range of 35mm compact cameras expected to appeal to chemists with small photographic departments. The Flash Fujica II is cheaper than the mark one model which it replaces (prices not yet finalised); it has built-in electronic flash and automatic exposure, with the flash exposure controlled by a "flashmatic" system for up to 10 metres with 400 ASA film. The electronic shutter provides speeds from 1/8 to 1/500 sec; lens is a 38mm f2.8 Fujinon.

The Flash Fujica S is designed for beginners and has 1/125 shutter setting,

with f/8 and f/16 apertures set automatically on selecting 100 or 400ASA film speed. A red LED in the viewfinder warns of insufficient light. The built-in flash is pulled up for use and operates at 1/125 sec and f/4. Focusing is by zone symbols or distance scale of 1 metre to infinity.

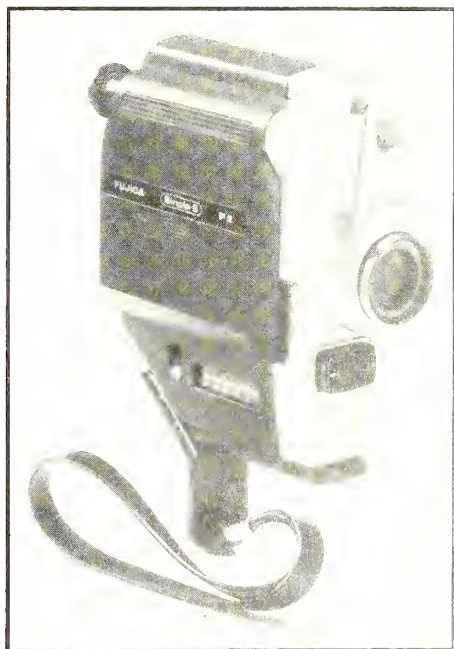
Light-beam autofocus

Top of the new range is the Flash Fujica Autofocus. It employs the Visi-tronic autofocus system but has a "memory" which locks the lens in the correct position when the shutter release is pressed half-way—the picture can then be recomposed before the release is pressed right down to trip the shutter. Another innovation is a beam sensor for focusing flash pictures: the camera emits a beam of light sufficient to allow the autofocus sensor to "read" the subject distance. Using this equipment, the camera can focus even in the dark.

Also being introduced is the Fujica Single-8 P2, a simple and compact cine camera expected to retail at about £50. Said to be "the lightest 8mm movie camera yet" (265g without batteries) it has automatic exposure and reflex viewing and is recommended for beginners.

All the above cameras are being launched in April and will be extensively advertised in enthusiast and national Press, as well as receiving coverage at the Olympia in London during May. According to Peter Samwell, Fujimex's new marketing manager; the company's aim this year will be to "create a distinctive brand identity that will establish Fuji in the vital holiday snap-shot market." *Fujimex (a division of Hanimex (UK) Ltd), Faraday Road, Dorcan, Swindon SN3 5HW.*

The Fujica P2 makes a low-priced entry into cine cameras



Polatronic 2 for Sonarautofocus

A new electronic flash with circuitry designed specifically to match the advanced electronics of their recently-introduced ultrasonic echo-ranging auto-focus cameras has been announced by Polaroid. The Polatronic 2 attaches quickly and easily to both Polaroid Sonarautofocus cameras with a sturdy bracket linked to the cameras' integral tripod mounts. Flash duration is 1/100th second with a regulated output of 1,200 beam candle-power seconds guaranteeing consistent lighting from shot to shot.

A "charge inhibit circuit" eliminates all sound from the flash unit while the

camera determines focus distance with high-frequency sound waves. No audio or electromagnetic waves, which might interfere with the camera's "focusing waves," are emitted by the flash unit during focusing. Other flash units with electronic circuitry incompatible with that of Polaroid's sonar cameras may not consistently produce good SX-70 pictures and may cause the camera to malfunction.

For close-ups from 26 to 60cm a flash director may be attached to redirect light precisely over the subject. *Polaroid (UK) Ltd, Ashley Road, St. Albans.*

Sunday trading

We are approaching 1980 when, at the minimum, pharmacists should insist on a 9am to 5pm five-day week. Everyone is entitled to a private life. To extend business to Sundays is in no-one's interest in that it merely dilutes business available in a given area to another day. The same gross amount could be done in the shorter working week. "Six days shalt thou labour".

I fully support the motion passed at the Local Pharmaceutical Committee conference in November to reduce the hours of service. I can see no reason to require pharmacists to give up their Sunday for a rota which is uneconomic and superfluous, in an age when a telephone can find a pharmacist for a prescription marked "urgent" by the doctor. The doctor is required to carry small quantities of drugs for emergency treatment as part of his contract. The pharmacist has also to consider the security problem of being alone, static on his premises for an hour.

The hours of service should be amended to 9am to 5pm with a rota if necessary from 5pm to 6pm. No Sunday opening should be required. The pay policy is irrelevant to proprietor pharmacists who reduce the number of hours of work. This can in no way be regarded as an increase in pay, as one may only get paid if one does a prescription. One cannot do the latter if one is elsewhere.

Self-employed people are unique in that they only get paid if they work. Many people in the country at the present time get paid whether they work or not. The pay policy should apply to them.

Richard N. Thomas
Holyhead

Medicines campaign

Three points arising from Comment (C&D, February 10, p143) may interest your readers. When the campaign began at the height of the strikes there were indeed some delays in deliveries. These are long past. The 5,000 or so pharmacists who have so far ordered 2.4 million leaflets, 1.8m book markers, 2.8m window stickers and 110,000 shelf talkers have now received almost all of them.

We are thus well under way with what has been, from the very first, a venture planned jointly with the Pharmaceutical Society of Great Britain, the Proprietary Association of Great Britain and Association of the British Pharmaceutical Industry. The evidence is that the materials are widely popular with our pharmacist partners in this enterprise: the only objections have come from a charming dotty minority that doubtless objects to everything.

Much as we would like to do a campaign about respect for pharmacists

of the kind your commentator has in mind, this was not the occasion for it. Pharmacists already command respect. Medicines do not, and it is their special attributes and risks that our advertisements seek to accentuate. Incidentally, we did not cancel any advertising: all we did was to transfer some reservations from newspapers to magazines because the former could not, at the time of booking, guarantee us the space we needed. Your own notice about paper stocks at the foot of the column shows the reason why.

Finally, however much your commentator may wish it were so, the fact that pharmacists are helping to educate the public in the use of medicines is not, and ought not be, news. From which it follows that the remarkable feature of the Health Education Council campaign is not its failure to attract much national press publicity but its success in getting as much attention as it did. All the important and many of the smaller local papers carried reports of it; five medical journals printed supportive items; and two major national and at least ten local radio programmes broadcast features about it. In this, as in all our other work, any extra publicity that our colleagues may be able to give it will be more than welcome.

A. C. L. Mackie
Director-general
Health Education Council

NI fees cut

I should like to thank Mr Murphy (C&D, February 10) for his letter drawing attention to the "fees cut" in Northern Ireland. On what basis can the Department of Health or anybody else, claim that any chemist is overpaid? Surely this is one more example (if any more were needed) of the inadequacy and stupidity of the basic contract under which we (slave) labour.

It is also an example of the complete disdain which our masters feel for pharmacy as a body. They know that there will be no retaliation, no unified action; after all, there never has been.

So much, gentlemen, for those who claim that pharmacists are professional men! Do they, on average, earn a professional wage; do they treat each other as brothers in the same profession; do they support each other for the good of their profession; are they treated as professionals by other professionals.

Regretfully the answers are all "No", because respect is a status which must be earned, and while many pharmacists have earned personal respect in their immediate neighbourhood, pharmacy as a profession has not earned professional respect for the service it provides to the community at large.

I do not call respect the platitudes pedalled out by Mr Ennals at the British Pharmaceutical Conference—in fact they were an insult, in view of his actions, or lack thereof, since that time.

The sad thing about the plight of pharmacy is that we are only getting

what we deserve. After all, if we in the profession really valued our services more highly we would get together and demand better remuneration, better fringe benefits, better payment for all the services we provide free, or at a loss.

As I write this letter I get the feeling that nobody will read it, and if they do they will think it doesn't apply to them, and even if it did, what is the point of doing anything since nobody else will do anything anyway—well that's apathy.

I suppose we shall go on blaming our negotiators for not getting us better remuneration, but if we don't support them how can we blame them, and if we don't support them, Mr Ennals and his negotiators will continue to make mincemeat of our claim, and maybe you will be the next to have your payments cut, or the next to join the long list of closures—cheer up we might all die of apathy.

R. F. S. Thornton
co Down, N. Ireland

Is 16 the record?

Two claims from subscribers to beat the record of 13 items for one patient (issue December 23/30, p1004), both with 16 items:

Piriton 30, 1 as before; Normax, 2 ON PRN; Distalgesic 60, 2 PRN; Ponstan 60, 2 PRN, Metatone 300ml, 10ml TID; Admune 1; Tenuate Dospan 30, 1 OM; Sorbitrate 5mg 60, 1 BD; Aldactone 100mg 30 1 OD; Vibramycin 30, 1 OM; Dorbanex 200ml, 10ml ON; Mogadon 60, 2 ON; Pexid 2 BD; Lasix 60, 2 OM; Slow K 180, 2 TDS; Prothiaden 75mg 30, 1 ON.

J. E. Malloy
Whitby

Bisolvon 8mg, 280; Burinex K, 90; Phensedyl 2 x 500ml; Mucodyne 3 x 200ml; Mist Expect, 500ml; Aldactone 100mg, 30; Proxyphylline 300mg, 90; Franol Plus, 90; Lanoxin 0.25mg, 30; Prednisolone 1mg, 120; Prednisolone 5mg, 30; Distalgesic, 100; Sparine 25mg, 60; Pilocarpine eye drops 4 per cent, 10ml; Simplene eye drops, 7.5ml; Penbritin 250mg, 120.

H. C. Campbell
Oxford

The letters were held over during the paper shortage earlier in the year.

Health centre news

Essex AHA is planning new health centres at Witham, Billericay, Canvey Island and at Loughton.

A health centre at **Worlds End, Chelsea** is recommended for inclusion in the regional plan at an estimated cost of £243,000.

North West Thames RHA is seeking planning approval for a health centre at Harefield Hospital, Rickmansworth Road, Harefield, Hillingdon, London.

North Western RHA has now recommended the award of a £446,198 building contract for the Broughton health centre and for another contract of £81,577 for the Slaidburn, Lancs health centre.

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Technicians certificate opposed by PSNC

The Pharmaceutical Services Negotiating Committee is opposed to the introduction of a pharmacy technician's certificate proposed by the Technician Education Council. At last month's meeting, PSNC expressed entire satisfaction with the current standard of technicians' expertise.

The Committee felt the courses provided under the City & Guilds and the examinations conducted by the Society of Apothecaries of London produced technicians with all the necessary expertise.

From discussion at a meeting on the certificate held at the Pharmaceutical Society's headquarters it appeared there would be a smaller number of colleges equipped to provide TEC certificates and unless such facilities were utilised to provide technicians suitable for both general practice pharmacy and hospital pharmacy the Committee considered the courses would be under-subscribed and become non-viable.

Practical base

PSNC also considered it unlikely that general practice pharmacists would be agreeable to the additional academic requirements of the TEC, particularly at module level one. The technician assisting the general practice pharmacist had, in most cases, opted out of the system of formal, academic, education in favour of a more practically based career.

If technicians were educated to TEC standard, PSNC felt frustration and job dissatisfaction in general practice pharmacy would result due to the requirement of direct supervision at all times. The Committee was adamant that a considerable amount of the training of any pharmacy technician should be done within a pharmacy and it appeared that a TEC certificate could be granted to a student who has never set foot in a pharmacy.

Day release would cause considerable problems in general practice pharmacy, particularly in view of the limited number of centres and the proposed increase in the course content. The Committee therefore considered that the City and Guilds course was much better because it could be pursued through correspondence. The Committee saw block release as a considerable deterrent both financially and practically.

The Committee considered that in the best interests of the patient, steps should be taken to increase the pharmaceutical cover in general practice, by the employment of additional pharmacists rather than by increasing the number of technicians working under the supervision of pharmacists.

The Committee agreed to draw the attention of the Department of Health to the recent increase in the National

Joint Industrial Council salary scales.

Considering replies from local pharmaceutical committees on the inclusion of a reference on the back of Form FP10 that application be made to the local police station where a prescription marked "Urgent" is required out of normal business hours, PSNC heard that of 98 LPCs, 47 were in favour and 10 were against. In view of the large majority in favour, the Committee agreed that representations should be made to the Department of Health for the additional wording to be put on the form.

No to Prescribers Journal

PSNC had no objections to a survey by a student of Aston University on a random sample of pharmacies. The Department of Health has said it would not agree to contractors in England and Wales receiving free supplies of Prescribers' Journal.

A letter from the Department of Health indicated that appointments to family practitioner committees from area health authorities would take effect from October 1 each year in order to allow the new membership of the AHA time to make a considered judgment before appointing members to FPCs. Amending regulations will be prepared and the term of office of the members affected will be

extended from July 31 up to the date of the new appointment.

The Committee is to press the Department to arrange for a pilot study on the feasibility of returning to the pharmacist contractor all prescriptions containing an endorsement by him which has not been accepted for pricing purposes. The Committee maintains the pharmacist is entitled to receive notification of any endorsement that is not accepted by the Prescription Pricing Authority.

The Department of Health is arranging for a special scrutiny of all prescriptions submitted during October to identify possible instances of multiple prescribing and to establishing how widespread is the practice. PSNC is to ask for details because it considers that apart from the prescriber, only the pharmacist is in the position to ascertain whether or not a prescription is written for more than one patient. It was also agreed that concern be expressed to the Department at the delay in finalising this matter.

Due to the heavy agenda PSNC has agreed that the consideration of the resolutions passed at the LPC representatives Conference last November including the recommendations for changes in PSNC constitution should be considered at a special Committee meeting on Wednesday after *C&D* went to press.

WESTMINSTER REPORT

Closure from GSL

Mr Stephen Ross asked the Secretary for Social Services whether he will now take steps to assist pharmacists facing closure due to the effects of the Medicines (General Sale List) Order 1977 which means that many retailers will lose up to 25 per cent of their normal potential sales. Mr Roland Moyle, Minister for Health said he would reply as soon as possible.

Asked by Mrs Audrey Wise for an estimate of the number of people entitled to free prescriptions and an estimate of the take up. Mr Roland Moyle, Minister for Health said it is not possible to provide an estimate of the number of people entitled to free prescriptions. In 1977, the last year for which figures are available, 296 million prescriptions were dispensed of which about 186 million (63 per cent) were dispensed free of charge. Mr Moyle also told Mrs Wise that 224,000 prepayment certificates were purchased during 1977.

□ A practical guide to new regulations on the packaging and labelling of dangerous chemicals has been published by the Health and Safety Executive. The booklet, *Packaging and Labelling of Dangerous Substances* (HM Stationery Office, £0.60), is intended to help suppliers of dangerous chemicals understand their responsibilities under the *Packaging and Labelling of Dangerous Substances Regulations 1978*.



Mr Thomas Lynes, MPS, proprietor of Stokes & Son Ltd, Ham Green, Plymouth, was the first prize winner of a £1,000 holiday voucher in a national promotion staged by Unichem in co-operation with Beecham. The promotion was linked to the purchase of selected Beecham products over a period of several months. Pharmacists purchasing these products qualified for entry into a "lucky draw". In the photograph, Mr Lynes (right) is seen receiving his prize from Mr Tim Iveson Unichem's Exeter branch manager



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Amino acids and their potential in arthritis

by Dr G. B. West, reader in pharmacology, North East London Polytechnic

The anti-inflammatory activity of amino acids has been known for some time. Davies and Lowe, for example, showed in 1966 that certain sulphur-containing amino acids such as cysteine and its dimethyl derivative, penicillamine, inhibited the inflammatory reaction in guinea-pigs induced by drugs or by heat treatment. Later, Davies, Fisher and McGowan (1968) found that L-phenylalanine and L-tryptophan inhibited the infiltration of leucocytes into an inflammatory area in both rats and mice following injections of gelatin.

From the later work of McArthur, Dawkins and Smith (1971), L-tryptophan was reported to be displaced from its binding site on plasma albumin by all the clinically useful antirheumatic drugs but not by drugs which bind to plasma proteins to an equivalent extent yet have

decreased free-tryptophan concentrations when compared with those in the plasma of correspondingly healthy controls. They found that the ability to displace L-tryptophan from its protein-binding sites was also shared by the natural oestrogens at the concentrations used, an observation which may, in part, explain the raised free-tryptophan concentrations found in pregnancy, a condition known to be associated with remissions in rheumatic arthritis.

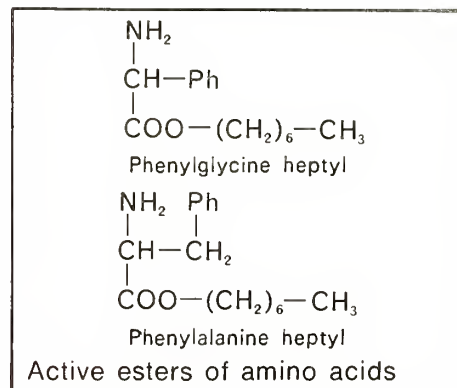
Other approaches

Whilst this study was proceeding, other workers in different parts of the world were attacking the problem from other angles. One such study started in Switzerland where Ambredin tablets were being used to treat asthma-like syndromes in patients. The most effective component of these tablets was stated to be phenylglycine-n-heptyl ester, although small amounts of theophylline are also present. In Hungary, this amino-acid ester was then tested and found to be a powerful antagonist of inflammatory responses produced by dextran or carrageenan in rats (Gecse, Zsinozky, Lonovics and West, 1971). It also increased the preconvulsive time in guinea-pigs exposed to aerosols of histamine and protected sensitised guinea-pigs from fatal anaphylactic shock on exposure to antigen.

Phenylglycine is not a naturally-occurring amino acid and so the n-heptyl ester of phenylalanine was prepared and tested (Thomas and West, 1973). Like the glycine compound, phenylalanine heptyl ester was active in animal models of inflammation when the amino acids themselves (and heptanol) were inactive. Being esters, they were quickly hydrolysed on oral dosage and so had to be injected for optimal effect. Cysteine also inhibited the responses, although both D-penicillamine (dimethylcysteine) and phe-phe were inactive. In many of these tests, higher doses of some of the active compounds produced greater reductions of the responses than did the maximally-tolerated oral dose of aspirin. These findings suggested the possibility of inhibiting inflammatory states with esters of amino acids and high molecular weight alcohols or with sulphur-containing amino acids.

Esters of phenylglycine and phenylalanine with alcohols of different molecular weight were therefore prepared and tested in inflammatory conditions. It seems that the original heptyl ester chosen for the anti-asthma tablets was a lucky choice, for, in a long series of esters, the threshold was found to be hexyl for dextran oedema inhibition and pentyl for carrageenan inflammation,

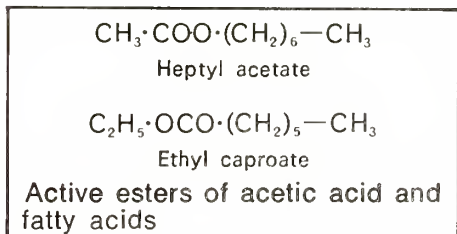
with optimal activity at the heptyl ester. As with the earlier work, none of the esters given orally inhibited the inflammatory responses (Thomas and West 1974). The dipeptide, phe-phe, which was found to be an active anti-inflammatory agent also only on injection, followed the pattern of the heptyl esters, all of which



inhibited both the primary and secondary arthritic lesions developed in rats by adjuvant injections.

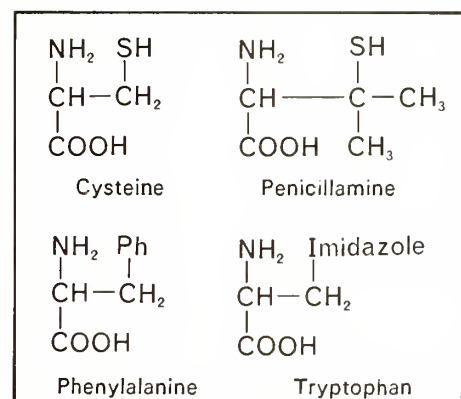
Since 1975, work has continued in an effort to find an orally-active amino-acid ester with anti-inflammatory activity. No success has been achieved but other interesting and important results have been obtained. For example, whilst testing a series of straight-chain esters of acetic acid, maximum inhibition of the inflammatory responses in rats was again found to reside in the heptyl compound, heptyl acetate on a weight basis being about half as active as phenylalanine heptyl ester (Khedouri, Warne and West, 1976). The receptor site for inhibition of the inflammatory responses may therefore be optimally filled by the heptyl compounds. The importance of the ester bond has been established, heptyl alcohol as well as acetic acid being inactive at all dose levels tested.

In further studies using ethyl esters of straight chain fatty acids in an effort to study the significance of the position of



the ester bond in the molecule, optimal activity was found with the caproate when the fatty acid chain length was 6. The fatty acids themselves were inactive, again showing that the ester linkage is important for anti-inflammatory activity.

Continued on p280



no demonstrable antirheumatic properties. The dipeptide, phenylalanyl-phenylalanine (phe-phe), also binds to plasma albumin and it too is easily displaced by antirheumatic drugs.

It was thought that tryptophan and phe-phe, displaced from their binding sites, might be the actual naturally occurring anti-inflammatory agents, and that human connective tissue diseases might arise from modifications in the binding characteristics of the plasma proteins. In patients with active rheumatoid arthritis, the anti-inflammatory substance may be bound to an abnormal extent to the plasma proteins and clinically useful anti-inflammatory and anti-rheumatic drugs may act by re-establishing the bound-to-free ratio to that in normal subjects. When drug administration is stopped, the percentage of plasma protein-bound tryptophan may increase again.

When this idea was put to the test, Aylward and Maddock (1973) concluded that in patients with active rheumatoid disease who are not receiving antirheumatic drugs, an abnormally high proportion of L-tryptophan is bound to the circulating proteins which also manifests as increased total tryptophan and

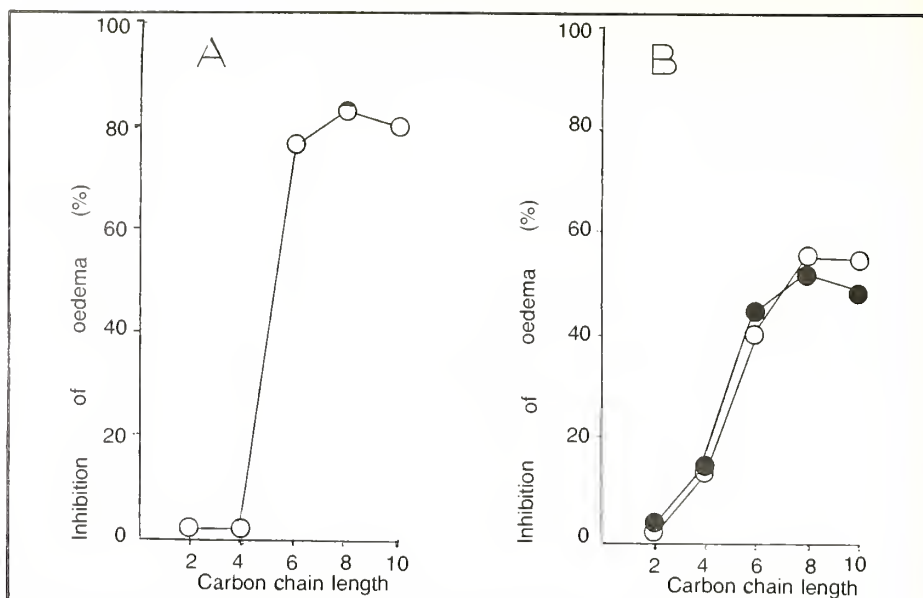
Amino acids in arthritis

Continued from p279

Having found that the orientation of the ester bond with respect to the hydrophobic component of the molecule appeared to be relatively unimportant for anti-inflammatory activity, it seemed possible that the active compounds may be able to assume cyclic conformations which would make them almost indistinguishable and each would bind specifically to the same site. Alternatively, there may be a non-specificity between the ester and the inflammatory site. To test these ideas, the lactone of Ω -hydroxy-octanoic acid was synthesised and tested fully. It was inactive and evidence points to non-specificity in binding of the ester bond (Khedouri, Warne and West, 1978). Nevertheless, work is in hand to test heptyl caproate, a compound containing an ester group and two straight carbon chains each of optimal length. Another interesting compound would be heptyl benzoate where the phenyl ring is attached to an ester linkage and a straight carbon chain of optimal length.

Recent development

A more recent development which looks hopeful for the future is the finding that the copper co-ordination compound of D-penicillamine (the amino acid al-



Relationship of carbon chain length in (A) esters of phenylalanine and (B) esters of acetic acid (O) and ethyl esters of fatty acids (●) and inhibitory activity of the inflammatory response produced by carrageenan in rat paws. Inhibition measured as percentages at 3hr after standard doses of 100mg/kg intraperitoneally. Note in all cases of the esters that optimal activity lies with a carbon chain length of at least six

ready shown to be inactive in all animal models of inflammation) has been found to be inhibitory in the carrageenan inflammatory test at dose levels as low as 2mg per kg, albeit only an intraperitoneal injection. It will be interesting to follow the effects of copper penicillamine in models of delayed hypersensitivity including the effects on leucocyte migration, for D-penicillamine (with a late onset of action in rheumatoid arthritis) has become one of the popular drugs used in the treatment of this disease.

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EQUIPMENT

Security training programme

A combined cassette and book retail security training programme, with versions for staff or management, is available from Volumatic Ltd. Among the subjects covered as a question and answer sequence for staff are how in-store thefts affect job security, techniques of shoplifting, dealing with children and colleagues who steal.

How to choose the right staff, communicating security throughout an organisation, and pricing and stockroom procedures are topics covered in the management course. The programmes (£12.50 ex VAT) are suitable for individual or group tuition sessions, and additional booklets are available separately (£2.25). Special training cassette machines can also be supplied. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

Friction strappers

High seal efficiency and increased tensioning power are among the claims for the automatic friction weld non-metallic strapping tool, recently introduced by P. P. Payne's Strapping Division. Said to

be economical to use in any position the hand-held electrically powered tool can be moved speedily and is specially geared for high volume work.

Another introduction from the company is an automatic non-metallic strapping machine called Circofix, which is said to apply up to 40 straps a minute to a variety of pack sizes.

Tristar 210 strapping machines have been updated, to widen their scope and performance. *P. P. Payne's Strapping Division, Haydn Road, Nottingham.*

Labels package

Avery Label Systems have introduced a controlled system for the manufacture and application of self-adhesive labels, for the pharmaceutical industry. The Avery Pharmaplan is a three-part package consisting of Pharmaprint, Pharmagraphics and Pharmasecurity.

Pharmaprint comprises a compact printing module for positioning in tandem with existing label application equipment. The user purchases bulk quantities of pre-printed outline labels to basic house design and colours, and variable copy including batch code and expiry date is printed. For longer runs the Pharmagraphics system has been developed to provide four printing processes and over 100 face materials and

adhesive combinations. The service can be used for outline or complete labels. Pharmasecurity combines specialised order handling procedures with a personalised service. *Avery Label Systems Ltd, Gardner Road, Maidenhead, Berks.*

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The Barclay de-duster is designed to cope with the problem of dust during the high speed production of tablets. The de-duster is mounted on to the machine in place of, or at the end of the usual tablet chute, and automatically subjects each tablet to a series of sharp vibrations which separate it from its coating of dust. To achieve this the tablet runs down an inclined, gridded chute, where it gains speed to leap a gap and strike a fixed baffle. This impact vibrates the tablet whilst in mid air and so dislodges the dust. The tablet then drops down through the gap to the next level of the chute whilst the separated powder is left behind to settle down through the grille, where it can be removed by suction if available. The sequence is repeated twice. There are no moving parts, the unit is easily cleaned or sterilised, and the tablets are not damaged in the operation. *R & B Instruments, Wortley Low Mills, Whitehall Road, Leeds LS12 4RJ.*

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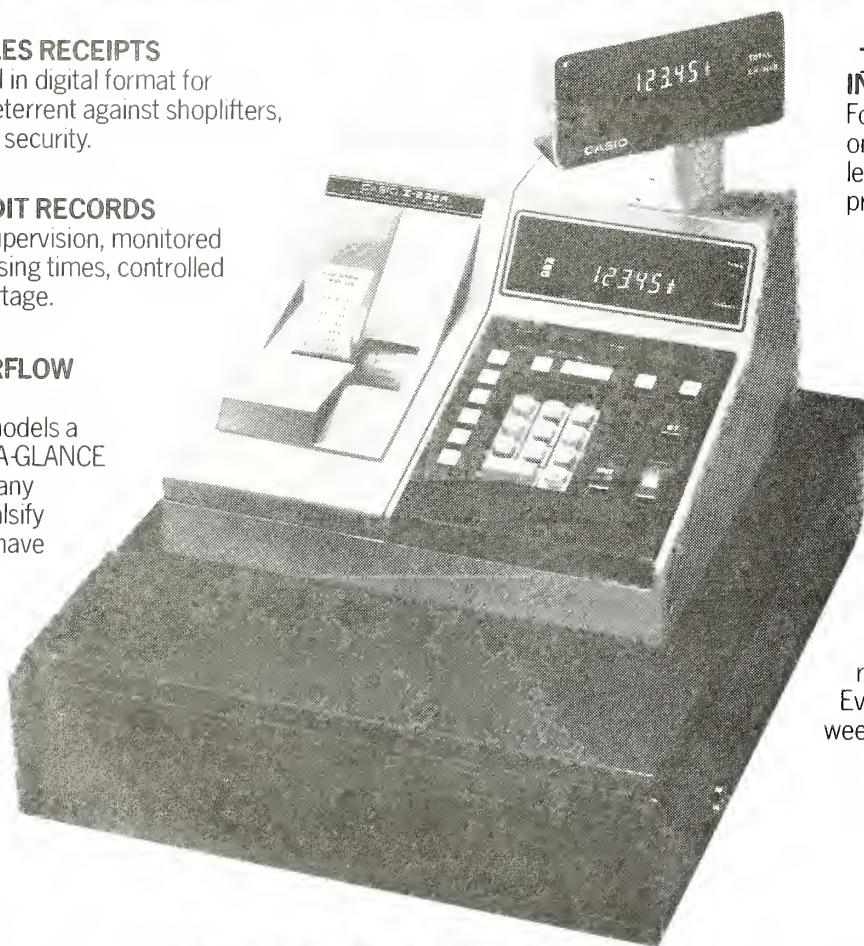
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COMPANY NEWS

Boots in Spain and Japan

Boots Co have announced that they have acquired a 50 per cent shareholding in Laboratorios Liade SA, a Spanish-owned pharmaceutical company in Madrid.

Liade employ 542 people and manufacture "ethical" pharmaceuticals, ranking as the 12th largest pharmaceutical company in Spain and one of the top two Spanish-owned companies in prescription medicines with annual sales in the order of £12 million. It has a small export business to Central America which Boots hope to develop further through the joint company. The purchase price is not disclosed.

Boots' objective is to develop international business in the manufacture and marketing of pharmaceuticals, Spain being the sixth largest pharmaceutical market in the world. They plan first to launch Froben through the Liade Co.

Two Japanese companies have agreed not to have any further dealings in ibuprofen products without Boots approval.

Boots Ltd selected a number of companies in Japan to sue for patent infringements involving Brufen. After a number of hearings in the Tokyo District Court the companies Taiyo and Sakai have agreed to respect Boots' patent and to pay a respect fee.

Boots Co explain that Kakenyaku Kako are their exclusive licencees for the sale of Brufen in Japan and the company has never given approval for the manufacture or sale of ibuprofen products to any other Japanese company. With the aid of Kakenyaku Kako they are still vigorously pursuing their case against other infringers and propose to sue further companies in the near future.

Ciba-Geigy improve

Ciba-Geigy group operating profit after tax amounted to 360 million Swiss francs in 1978, on group sales of Sfr8,932m. Despite an exchange setback of more than Sfr400m the profit is only 13 per cent lower than in the preceding year, say the group.

ICI's pretax profits fall

Imperial Chemical Industries Ltd pretax profit fell by £62 million in 1978.

In the first half year profit improved on the low level of the second half of 1977, but the recovery was not sustained into the second half of 1978. The benefits of improved volume were more than offset by rising manpower and raw material costs which could not be matched by higher selling prices.

The fall in sales volume in the second half of 1977 was recovered in the first

half of 1978 and, following a seasonal decline in the third quarter, there was a further increase in the fourth quarter. Exports from the UK, for the year 1978, were higher in volume than in 1977 but lower in value, due to weak prices in Europe and to the weakness of the US dollar compared with sterling.

Group sales for the year were £4,533m (1977 £4,295m). Sales in the UK increased by £165m to £1,800m and overseas by £73m to £2,733m (sales of Imperial Metal Industries have been excluded from the 1977 figures as the group sold its 63 per cent share in IMI early in November 1977).

Tudor acquisition

Tudor Photographic Group Ltd have purchased the south-London-based Barré Photo Services, part of the Dollonds group, including the processing plant, machinery and stock. Barré's developing and printing, including that of Dollonds photographic stores, will be serviced by Tudor. Barré staff will be offered employment opportunities within Tudor laboratories.

US company in Eire

Med General, a US health care company has opened a factory on the Shannon Industrial Estate in the west of Ireland. The factory will employ 200 people, producing a range of surgical appliances and equipment used in hospitals and rehabilitation centres. European sales now represent almost 20 per cent of the company's business.

Briefly

Arthur H. Cox & Co Ltd: From March 5, marketing and sales division will be moving to Brookside Avenue, Rustington, West Sussex BN16 3LF (telephone 090-62 74231).

The business of **A. E. Barton, MPS**, 39 Albert Road, Morecambe, Lancs has been transferred to Mr. J. K. Drake MPS.

Savory and Moore, with effect from March 1, have acquired the business formerly owned by Sharp and Waterhouse Ltd, 63 High Street, New Romney, Kent. Mr. F. O. Darby, MPS, will continue as manager.

G & G Chemicals & Services Ltd, has been formed to offer scintillators, vials, and associated laboratory supplies. Price lists and technical information are available from Mr D. Ginger, G & G Chemicals & Services Ltd, 5 Llanvair Close, South Ascot, Berks SL5 9HX.

Standard Soap Co Ltd have completed a 12,000 sq ft warehouse at their Ashby-de-la-Zouch plant.

The building is part of a development plan to increase the warehousing and production facilities at Ashby to cater for the company's rapidly expanding private label manufacturing and packaging operations.

APPOINTMENTS



Mr W. J. Wilson

Pfizer Ltd: Mr W. J. Wilson, MPS, has been appointed chairman and managing director with effect from April 1. He succeeds Mr Frank Goulding who will be retiring. Mr Wilson joined Pfizer in 1954 as a representative and has held various senior management appointments. Since 1974 he has been Pfizer's country manager in Spain.

Ortho Pharmaceuticals Ltd: Mr Colin King has been appointed national sales manager.

New Era Laboratories Ltd: Miss Joanne Tomkins has been appointed representative in the east and west Midlands.

P. Leiner & Sons Ltd: Lord Thomas of Remenham has been appointed deputy chairman and Mr T. J. Loveland group chief executive.

Thomas Morson & Son Ltd: Mr Ian Haigh has been appointed works manager. He was previously with Bristol-Myers Ltd.

Tudor Photographic Group Ltd: Mr Arthur Bancroft has been appointed national accounts manager. He was previously southern sales manager for Napcolour.

Kodak Ltd: Mr Roy Milner has been appointed managing director, succeeding Mr F. J. Moorfoot who continues as chairman. Mr Milner was formerly assistant managing director.

International Flavours & Fragrances (Great Britain) Ltd: Clive Kersey has been promoted to account manager, previously he was in an administrative position. Alan Fantham has been made sales manager.

Arrowtabs Ltd: Mr Alex F. Murray has been appointed national sales manager; he was previously 11 years with Duracell Batteries. Two key account executives have also been appointed—Mr David Grandison (southern) and Mr Robert Glover (northern). Mr Richard Parkes has been appointed agent for Wales and the West Midlands, including Avon.

Quiet trading

London, February 28: In a week dominated by strikes of public employees and civil servants, trading in all sectors of the market was maintained at a subdued level.

A manufacturer of ether announced higher rates for both the anaesthetic and solvent grades; the increases were around 10 per cent.

Price movement in botanicals were mainly upward and included Cape aloes, Peru balsam, benzoin, cascara, gentian, henbane, ipecacuanha, jalap, styrax and Indian valerian. Canada balsam lost its gain of the previous week while buchu and copaiba balsam were also easier. Higher in essential oils were bois de rose, cedarwood Chinese citronella, lemongrass and nutmeg in the cif position.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade pure £240.50; technical £224.50.

Acetarsol: £14.28 kg in 50-kg lots.

Acetone: £262 to £266 metric ton as to grade for 30-drum lots.

Adrenaline: (per g) 1 kg lots base £0.30; acid tartrate £0.25.

Alolin: micro-crystalline £18.05 kg in 50-kg lots.

Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50 kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.

Ammonium bicarbonate: BPC £178.35 metric ton, ex-works, in 50-kg bags.

Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.

Ammonium tartrate: Commercial £1.51 kg in 50-kg lots.

Ascorbic acid: (Per kg) from £5.94 for British material in 25-kg lots down to £4.95 for imported in 1-ton lots.

Aspirin: 10-ton lots £1.40 kg; imported £1.

Atropine: (Per kg in ½-kg lots) Alkaloid £196.95.

Benzocaine: BP in 50-kg lots, £6.08 kg.

Benzolic acid: BP in 500-kg lots, £0.7426 kg.

Biotin: Crystals £5.34 per g; £5.13 in 50-g lots.

Bismuth salts: £ per kg.

	50-kg	250-kg
carbonate	6.25	6.16
salicylate	7.89	—
subnitrate	4.92	4.85

Borax: EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £239; powder £260; extra fine powder £272.

Boric acid: EP grade per metric ton in 2-4 ton lots—granular £269; powder £395.

Calcitane: BP anhydrous and hydrous, £5.16 kg in 100-kg lots.

Calamine: BP £653 per 1,000-kg delivered.

Calcium ascorbate: £7.28 kg in 5-kg pack.

Calcium carbonate: BP light £145 metric ton.

Calcium chloride: BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder granular £0.95; hexahydrate crystals BP 1968 £0.68.

Calcium gluconate: £1,562 per metric ton.

Calcium lactate: 100 kg lots £1.45 kg.

Calcium pantothenate: £8.31 kg in 25-kg lots.

Carbon tetrachloride: BP 5-ton lots in 290-kg drums, £253 per metric ton.

Carotene: Suspension 10% £33.34 kg; in 5-kg lots; 20% £42.09; Crystalline £185 kg in 250-g packs.

Chloral hydrate: 50-kg lots £1.86 kg.

Chloroform: BP £443 to £470 per metric ton according to drum size. In 4 x 2-litre bottles £2.72 500-ml bottle £1.10 each.

Cyanocobalamin: (Per g) £1.78 in 100-g lots.

Incorporated in 1-kg lots £1.60g.

Dextranethanol: (Per kg) £11.44, in 5-kg lots.

Dextromethorphan: £171.45 kg.

Ether: Anaesthetic: BP 2-litre bottle £3.17 each;

1-ton lots in drums from £1.53 in 18-kg drums to

£1.37 kg in 130-kg. Solvent, BP from £1,034 metric

ton in 16-kg drums to £938 in 130-kg.

Folic acid: (kg) £50 kg in 1-ton lots.

Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	4.20	3.94
Iron	7.19	6.92
Magnesium	6.63	6.02
Manganese	8.34	7.69
Potassium	5.76	5.46
Sodium	4.75	4.22

Kaolin: BP natural £140.70 per 1,000 kg; light

£147.70 ex-works in minimum 10-ton lots.

Methyl salicylate: 5-ton lots £1.26 kg; 1-ton £1.30.

Nicotinic acid: £4.51 kg; in 50-kg lots.

Nicotinamide: £4.56 kg in 50-kg lots.

Pyridoxine: (Per kg) £27.86 kg in 5-kg lots.

Riboflavin: (Per kg) £32.69 in 10-kg packs.

diphosphate sodium £81.75 in 5-kg.

Talc: BPC sterilised £510 metric ton in 50-kg lots;

£310 for 1,000 kg lots.

Tartaric acid: £770 per metric ton.

Thiamine: Hydrochloride/mononitrate £16-£18.42 kg

according to quantity and source.

Tocopherol: DL alpha £17.83 kg in 5-kg lots.

Tocopheryl acetate: Per kg £14.86, powder 25%

£14.70 in 25-kg pack; 50% absorbate or spray-dried

£12.18.

Vitamin A: (Per kg) acetate powder type 325

£12.78; type 500, £16.34 in 5-kg lots. Palmitate

oil 1 miu £16.64; water-miscible £4.45 litre in 6

litres.

Vitamin D2: Type 850, £55.50 kg.

Vitamin E: See tocopheryl acetate.

Zinc acetate: Pure £1.09 kg in 50-kg lots.

Crude drugs

Agar: Spanish/Portuguese £6.20-£6.50 kg nominal.

Aloes: Cape £1,040 ton spot; £1,000, cif. Curacao

nominal £2,060, cif.

Balsams: (kg) Canada Easier at £12.90 spot;

£12.50 cif. **Copaiba:** £2.80 spot £2.65 cif. **Peru:**

No spot; £9.75 cif. **Tolu:** £5.50 spot.

Belladonna: (kg) leaves £1.55 spot; herb £1.90

nominal spot; root in powder £1.10.

Benzoin: £167 cwt spot nominal; no cif.

Buchu: Leaves £1.27 kg spot; new crop £1.20, cif.

Camphor: Natural powder £5.60 spot and cif.

Synthetic £0.90 spot and cif.

Cardamoms: Alleppey green No. 2 £10 kg, cif.

Cascara: £1,040 metric ton spot; £1,010, cif.

Cherry bark: £1,080 metric ton spot; £950, cif.

Cinnamon: Seychelles bark £480 metric ton spot;

£370 cif. Ceylon quills 4 o's £0.64½ lb, featherings

£0.16, lb, cif.

Cloves: Madagascar/Zanzibar £4,300 metric ton

spot, £3,945, cif.

Cochinaal: Tenerife black brilliant £17.50 kg, cif,

Peru silver grey £14.40 spot; £14.20, cif.

Dandelion: Spot £1,940 metric ton spot; no cif.

Ergot: Portuguese £1.70 spot; £1.60, cif.

Gentian root: £1,740 metric ton spot; £1,710, cif.

Ginger: Cochon £700 metric ton spot; new crop

(March-April) £565, cif. Other sources not quoted.

Henbane: Niger £1,520 metric ton spot; £1,490, cif,

Hydrastis: No spot; £26.50 kg nominal, cif.

Ipecacuanha: (kg) Costa Rican, spot £11.35 kg

nominal; no cif

Jalap: Mexican no spot; £1,530 metric ton, cif,

nominal.

Kola nuts: £475 metric ton spot; £365, cif, April-May,

Lemon peel: Unextracted £1,080, metric ton spot;

£1,050, cif.

Liquorice root: Russian £450 spot; £410 metric

ton cif, nominal. Block juice £1.55-£1.85 kg spot.

Lobelia: American £1,290 metric ton spot; European

£1,220 spot.

Lycpodium: Russian £5.20 kg, cif. Indian £4.50

Mace: Grenada unsorted £2,750 metric ton, fob

whole £3,000.

Menthol: (kg) Brazilian £7.50 spot; £7.25, cif.

Chinese £6.60 in bond; £6.10 cif.

Nutmeg: (per metric ton fob) Grenada 80's £2,800

sound unsorted £2,500; 110's £2,600, bwb £1,700.

Nux Vomica: No spot or cif.

Pappas: (metric ton) Sarawak black £1,050 spot,

£1,800; cif; white £1,550 spot; £2,775, cif.

Pimento: Jamaican £1,120 metric ton spot; £1,085,

Podophyllum: Root Chinese no spot; £400 metric

ton, cif.

Quillaja: Spot £1,040 metric ton; £750, cif.

Rhubarb: Chinese rounds 60 per cent pinky £3.30

kg, spot; £3, cif.

Saffron: Mancha superior £700 kg spot.

Sarsaparilla: Jamaican £1.95 kg spot; £1.90, cif;

Chexican £1.67 spot; £1.64, cif.

Seeds: (metric ton, cif) **Anise:** China £830, for

shipment. **Celery:** Indian £460. **Coriander:** Moroccan

£210. **Cumin:** Indian (March-April) £975 other

sources not available. **Fennel:** Indian £450; Iranian

not available. **Fenugreek:** Moroccan £275; Indian

£250.

Senega: Canadian £9.30 kg spot; £9.20, cif.

Senna: (kg) Alexandria pods hand-picked from

£2 upwards; manufacturing £0.60. Tinned f a q

leaves £0.46; pods, faq £0.48; hand-picked £0.55.

Squill: Italian white nominal.

Styrax: Turkish natural no spot; £5.55 kg, cif.

Turmeric: Madras finger £565 metric ton, cif.

Tonquin beans: Para £2.90; kg spot £2.70, cif, both

nominal.

Valerian: Dutch £1,710 metric ton spot; new crop,

£1,660, cif; Indian £1,120; £1,090, cif.

Witchhazel leaves: £2.25 kg spot; £2.05, cif.

Essential and expressed oils

Almond: Sweet in drum lots £1.35 kg duty paid.

Anise: (kg) Spot £15.50 shipment £14.50, cif.

Bay: West Indian £11.20 kg spot; £10.55, cif.

Bois de rose: Spot £6.70 kg; shipment £6.30, cif.

Cade: Spanish £1.40-£1.45 kg.

Camphor white: £0.90 kg spot; £0.85 cif.

Cananga: Indonesia £16.85 kg spot; £15.85, cif.

Caraway: Imported £20 kg spot.

Cassia: Spot £36.50 kg; shipment £33.75, cif, Eng-

lish distilled from bark £160.

Cedarwood: Chinese no spot; £1.30, cif.

Citronella: Ceylon £1.40 kg spot; £1.40, cif. Chinese

£2.35 spot; £2.40, cif.

Coriander: Russian about £20 kg.

Eucalyptus: Chinese £1.72 kg spot; £1.60 cif.

Fennel: Spanish sweet £9.50 kg spot.

Geranium: Bourbon £45 kg spot; and cif.

Ginger: Chinese £46.50 kg spot; £41, cif. Other

sources up to £75 spot. English-distilled £120.

Lavender spike: £13.50 kg spot.

Lemongrass: Cochon £6 kg spot nominal; £5.75, cif.

Lime: West Indian £11.20 kg spot.

Mandarin: Spot scarce about £33 kg.

Nutmeg: East Indian £9.25 kg spot; £8.75, cif.

Olive: Spanish £1,350 per metric ton in 200-kg

drums ex wharf; Mediterranean origin £1,330.

Orange: Florida scarce on spot at £0.65-£0.75 kg.

Origanum: Spanish 70 per cent £18.80 kg nominal.

Palmarosa: No spot offers; £13.75 kg, cif.

Patchouli: Chinese £11 kg spot; £9.75, cif.

Pannroyal: From £10 per kg spot.

Papper: English-distilled ex black £125 kg.

Peppermint: (kg) Arvensis—Brazilian £4.25 spot;

£4.25, cif; Chinese £3.75 spot and cif, Piperata

American from £11 spot; £10.30, cif.

Pattigrain: Paraguay spot £5.25 kg; shipment £5, cif.

Rosemary: £6 kg spot.

Sandalwood: Mysore £70 kg spot. East Indian

£57.50 spot; £55, cif.

Sassafras: Brazilian £1.90 kg spot; £1.75, cif.

Spaarmint: (g) American £6.50 spot, £6, cif.

Chinese £12 spot; £11, cif.

Thyme: Red 55% £15.30 kg spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, March 5

East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11 at 8 pm. Dr M. F. G. Stevens (department of pharmacy, University of Aston Birmingham) on "The role of the new drugs in the treatment of cancer".

Harrow and Hillingdon Branch, Pharmaceutical Society, Northwick Park Hospital, Watford Road, Harrow at 8 pm. Mr A. J. Smith, (chief executive, Pharmaceutical Services Negotiating Committee) on "Planned distribution".

Tuesday, March 6

Bournemouth and East Dorset Branch National Pharmaceutical Association, Postgraduate centre, Poole Hospital at 8 pm. Mr Marshall Gellman, (member of WPA board on "Today's pharmacist—a trading professional or a professional trader?")

Swindon Branch, National Pharmaceutical Association, Swindon Crest Motel, Oxford Road, Stratton Street, Margaret, Swindon at 7.45 pm. Dr I. F. Jones (fellow of the Institute of Pharmacy Management International) on "Some aspects of NHS remuneration".

Thursday, March 8

Bolton Branch, National Pharmaceutical Association, Bolton Institute, Chorley New Road, Bolton at 8 pm. Mr T. P. Astill (deputy secretary, NPA) on "New laws and the pharmacist".

Bradford and Halifax Branch, National Pharmaceutical Association, Victoria Hotel, Bradford at 8 pm. Mrs K. Birch (health education officer) on "Why health education".

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BOX NO. 2601

X1—NORTHERN ENGLAND—Outstanding business with 1978 turnover approximately £163,000. 4,000 prescriptions per month. freehold property valued £18,000 price, goodwill and fixtures approximately £34,250, stock £28,000. Vendors require bankers reference before details are disclosed please.

X3—SHEFFIELD—Retirement vacancy. Turnover approximately £44,000 showing good increase. 1,450 scripts per month. 5.30 p.m. closing. Freehold property £9,000. Stock and fixtures at valuation approximately £3,500.

We have a very large and growing register of private pharmacists willing and able to buy substantial businesses in all parts of U.K.

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X2—SOUTH LONDON—Well established family business. Turnover 1978 £52,000 with average of 1300 scripts per month. Two bedroomed living accommodation and shop on lease. Goodwill £6,500, fixtures and fittings £2,500 plus stock approximately £7,000.

X4—NORTH EAST TOWN—family business operated from busy shopping area. Turnover for 1977 £104,010 and dispensing around 1,500 scripts per month. Property for sale at £17,000, fixtures and fittings £3,250 and offers are invited for goodwill around £12,500 together with stock at valuation.

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When there's a cough with congestion of the nasal cavities and sinuses, the sort of cough that's associated with colds or 'flu.

Parker's Cough Linctus contains not only Benadryl* (diphenhydramine hydrochloride) the proven anti-tussive, but also pseudoephedrine

hydrochloride as a decongestant. And all the family will like its traditional honey-and-lemon flavour.

Recommend Parker's Cough Linctus with confidence—it's pharmacy-only and an established member of the Benylin range.



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good products for you and your customers

Benylin* Expectorant for the chesty cough • Benylin Fortified Linctus for the dry irritating cough • Benylin Paediatric specially formulated for children